

WINTER 2021
PLUS.



William Adams



WELCOME

Welcome to the Winter 2021 edition of *PLUS* magazine.

After last year's lockdowns, I'm relieved to be writing this letter from our head office in Clayton, which is now operating at 100 percent capacity – and it's great to be back. Our William Adams team adapted quickly and successfully to remote working last year, but nothing beats the ability to meet face-to-face with colleagues and, of course, being able to welcome our valued customers back on site.

Despite fears of a downturn, I'm pleased to report that the first few months of this year have been extremely positive. New machine sales have reached a record high and we're thrilled that so many of our customers, old and new, have purchased the equipment they need to achieve successful outcomes for their businesses from William Adams.

Certainly, government stimulus packages and investment in infrastructure have kept the market buoyant, and at William Adams we've been well-positioned to keep our supply chains active and full. But if last year's challenges showed anything, it's that strong customer relationships remain the heart of our business.

I'd like to thank all of our valued customers and I feel proud that, even in difficult times, we continued to put all of our energy into providing the exceptional service you've come to expect from our team. While the pandemic certainly isn't over – and our hearts go out to our colleagues overseas who are still suffering its effects – I do feel that the worst may be behind us.

With a focus on growth for the next financial year, we've been planning a raft of new initiatives that I'm excited to share with you. Firstly, as part of our commitment to customer support, we're ready to start the next phase of

investment in our Clayton head office (just as we've finished one upgrade, we're planning the next...). Plans are afoot to add new workshop facilities, including both a Component Rebuild Centre (CRC) and a new Central Distribution Centre (CDC), for our parts operation.

The CRC will be a state-of-the-art facility where we can centralise the rebuilding of machine components like engines, transmissions, power trains and final drives, and then refit them for customers. The CDC will be the central parts distribution hub for our 14 offices across the two states. All being well, both centres will be operational in two years' time, enabling us to take our customer service and efficiency to the next level.

In the meantime, we've just rolled out our new WillCare Customer Value Agreements (CVA), the culmination of six months' hard work and many years of knowledge and experience. Our sales teams and technicians have always offered CVAs, particularly through our 335 agreement, but with WillCare we're able to extend comprehensive service coverage to every type of customer and machine, both new and used.

There are three tiers of support – Convenience, Advantage and Ultimate – depending on customers' requirements, ranging from equipment health monitoring and the regular supply of parts kits, to a full 24-hour management of all your equipment and repair requirements.

WillCare is ground-breaking for us and, I believe, for the industry – and I could talk about it all day. If you're keen to know more, I'd urge you to read the article on page 24, or speak to your local sales representative.

Meanwhile, Cat continues to bring impressive new technologies to market – and our recently formed machine

technology group within William Adams is helping customers take advantage of everything that Cat machines have got on board. Among the biggest technological developments are the new machines' 3D capabilities, which allow operators to dig accurately to their designs, allowing for greater safety and productivity.

If you're keen to know more about Cat's industry-leading tech, we'll be holding our William Adams Cat Live festival again later in the year, with a special focus on how our customers can use Cat's on board machine technologies to get the most from their machines and equipment. Last year's event – run over five epic hours, with demos, discussions and a guest appearance from former AFL footballer and commentator Brian Taylor – reached over 1000 people, with 300 online at any one point in time. Definitely keep an eye on our website to find out more about this incredible event.

I hope you enjoy this winter edition of *PLUS* and thank you once again for your ongoing support and passion for William Adams and Cat. We're extremely appreciative of all our superb customers and look forward to continuing to meet all your Cat needs in the future.



MARK SWEENEY
General Manager –
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Front Cover:
TasPort's new D9T Dozer at
the Burnie chip export terminal

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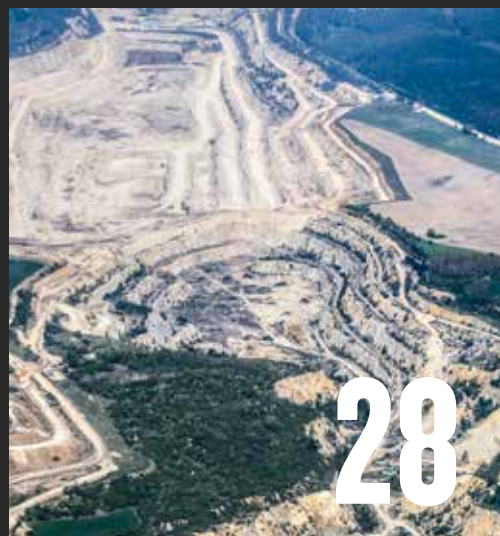


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HILL EARTHWORKS CONTINUES TRADITION WITH NEW NEXT GEN 326

A big thank you to Chris, Graeme and Ken Hill, who have just added a new Next Gen 326 2D excavator to their growing Cat fleet.

Based in Poowong, South Gippsland, Chris and Graeme have steadily grown the business since taking over from Ken and Mary, who've taken semi-retirement.

The new 326 replaced a 324D with 10,000 trouble-free hours on the clock and brings their Cat family total to nine, including a D6R III dozer, two 305.5E 2 mini excavators, two 259D compact track loaders, a 319DL excavator, a 12M grader and a CP76 vibratory roller.



6 IN A ROW FOR VIDO

John Vidotto runs south-east Melbourne civil construction business Vido Nominees and is one of the very successful quiet achievers in our industry.

In 1994, John purchased his first Caterpillar excavator, a 325 Series, and in October last year, he updated his 324E to a new Next Gen 326. In between, Vido ran four Cat excavators in the 22–25 tonne class, owning every series excavator Cat produced with the exception of one – the Next Gen models arrived too quickly for John to try an F Series!

The new 326, with factory-fitted 3D Grade Control was delivered to Melbourne's new Mordialloc freeway construction project.

John has been an extremely dedicated Cat excavator supporter for over 25 years, and PLUS would like to recognise Vido Nominees and John Vidotto for his continued loyalty.





“ This excavator had the versatility and capability we wanted ”

HALL EARTHMOVING GOES FOR THE DOUBLE

Having already been impressed by their existing Next Gen 330, Project Director Chris Hall upgraded to the new Next Gen 349. “In terms of features and horsepower, it was far superior to competitor machines,” he says.

But with work progressing on the Hellyer mine project in Tasmania’s north-west, Hall needed another performance machine to add to its arsenal, which is where the 374FL came into play.

“Our business is project-based and we needed the 374FL to deliver the project on time,” he says. “This excavator had the versatility and capability we wanted.”

Ordered to Hall Earthmoving’s specifications, both machines were built up in William Adams’ Burnie workshop over several weeks last year, ensuring they received the professional care and attention to detail that Hall has come to expect and appreciate from our engineers. The 374L was equipped with Factory Payload and hydraulic removable counterweight.

With the ability to cut to grade within ±20mm and production-load 45-tonne articulated dump trucks in under one minute and 10 seconds, these machines have impressed Chris, who readily admits he is an exacting customer.

“I completed my apprenticeship and worked with William Adams from 2003 to 2010, and I have a lot of knowledge about these machines,” he says. “I push the sales team hard on availability and options with the products, and they consistently access the greater Cat network to ensure that the machines fit our company’s needs.”



THE NEXT GEN ADVANTAGE

The Next Gen machines purchased by Hall Earthmoving are factory-fitted with Cat grade control, ASSIST, E-Fence and Payload technologies, which enhance grading accuracy, reduce rework, and lower costs.



With grade control enabled in the Next Gen machines, Hall’s experienced operators use the TD520 in-cab screen to gain a live view of their grading and production work.



With ASSIST enabled, operators can use one-lever operation to dig to site design and produce a final trim finish within ± 20mm. ASSIST is very useful when grading batters, as the bucket can be programmed to automatically follow a cross-slope, eliminating the need for the operator to constantly adjust the tilting function of the bucket.



E-Fence is a safety system that prevents the bucket boom or stick from breaching certain electronic barriers. For example, if a machine is working under powerlines, the operator can (with just a touch of the screen) prevent the boom stick and bucket from lifting beyond a particular height. Similarly, operators can set an E-Fence floor to prevent digging below a certain level.



Hall has been using the Payload feature to track the volume of material being delivered to the wall of the tailings dam. At the end of a shift, the operators can view data such as the total loads for the day and total payload delivered.

Next Generation 340 ASSIST feature is due for release to field machines in 2021



CAT PURPOSE-BUILT M323F NOW IN AUSTRALIA

Caterpillar's purpose-built M323F road-rail (RR) excavators are now at work in Australia, providing access to the first true AS7502 Type 1: Self-powered rail wheeled excavator designed specifically for on-rail work in Australasia, while delivering a new level of safety and performance for the industry.

Two dedicated two-speed drive motors provide drive directly to the rail wheels, eliminating wear and tear on the machine's road powertrain, axles, and tyres, while providing unmatched on-rail performance including operator-adjustable hydrostatic deceleration.

Dynamic braking performance is easily adjusted by the operator based on total load, speed, grade, or traction conditions and is complemented by large external dry disc caliper brakes on each rail wheel, as well as inboard wet disc parking/emergency brakes.

The M323F provides unmatched on-rail performance

By braking the actual rail wheel, any rocking motion induced by friction drive systems is eliminated, providing a more stable, comfortable working platform for the operator. While the self-powered rail wheel system is more expensive, its performance is second to none, both in terms of drive torque and braking performance. Such performance cannot be replicated with friction systems traditionally used in Australia.

CUSTOM-MADE FOR PERFORMANCE

Independently controlled, each dedicated rail axle is housed in a custom high-strength cast cradle, incorporating oscillation suspension to absorb energy during travel and ensuring maximum rail contact even when experiencing rail cant. Each axle features a full-width derail bar and guide, and has been approved for both broad and standard track gauges in Australia, with a simple spacer kit to switch between gauges in the field.

Performance also comes from the custom-built upper structure. This is not simply a modified wheel excavator frame, although it does benefit from component commonality with the Cat M316F Wheel Excavator. Even at first glance, the full-height compact radius counterweight confirms that this machine is designed for purpose, maximising lifting performance while maintaining a tight swing radius to avoid the many hazards that exist within the rail corridor.

A purpose-built factory secondary cab provides certified protection for a spotter or signal person and opens up to also allow full access to the centre and upper service access points of the machine. With open access to the main cabin, this is a perfect environment for a trainer to work with new operators live and on rail.

A FOCUS ON SAFETY

Safety is a priority and features throughout the M323F RR with double redundancy Rated Capacity Indicator (RCI) and Rated Capacity Limiter (RCL) systems using a proprietary, integrated Cat SMART control system. No more aftermarket, third-party systems or suppliers, the M323F RR is truly purpose built from the ground up. A 360° LED beacon system ensures visibility at four metres from any angle and incorporates a unique blue LED lamp to indicate to bystanders and site supervisors when the operator has the RCI/RCL active.

Factory side and rear cameras integrated into the single 12-inch SMART screen along with an extensive LED lighting kit ensure visibility from the spacious full-size operators' cabin during the day or night. Intuitive systems ensure the same pedals and controls used when roading the machine are used when on rail, and no compromises are made in terms of operator comfort to accommodate the additional functionality of the rail excavator.

Recently independently certified to AS7502 for use on V/Line assets, the M323F features regionalised customisation by William Adams.

"It is very rewarding to see such an impressive purpose-built Caterpillar product now certified for use on-rail here in Victoria," says William Adams Product Manager Glen Slocombe. "It will certainly complement the Elphinstone Railmax track excavator products and the traditional range of Caterpillar construction equipment we offer today, along with our industry-leading product support footprint and capabilities."





TASSIE'S FIRST NEXT GEN 313 DELIVERED

One of our most loyal customers, Launceston-based Woodland Management, took delivery of the state's first Next Gen 313 Hydraulic Excavator in October last year – and were so pleased with it that they've since ordered two more.

Greg and Linda Jordan established their business – predominantly focussed on forestry, silviculture, land care and general excavation operations – back in the early 1990s, and have never looked back. With an enviable reputation in this unique industry, they've been in the vanguard of using technological advances to aid efficiency, productivity and best practice.

Over the years, Greg and Linda have put many new Cat excavators to work, generally favouring machines in the 12 – 20 tonne-size class. Their fleet currently consists of 9 Cat excavators, including a 320DL, a 316FL, a 313FL, a 311D LRR, a 305E, a 301.6, and now three Next Gen 313s.

In fact, the latest 313 excavator is the 31st new or used Cat machine purchased by Woodland Management since 1992.

Son William has now joined the business and is taking much of the load, although it's fair to say Will and his two sisters joined the business around the time they learned to walk!

We are pleased to say that the relationship between William Adams and the Jordan family is not necessarily unique in our industry, but it is extremely special. Everyone at William Adams is thrilled to see the first of this new generation of machines finding its way into the Woodland Management fleet.

WEST COAST JOB TESTS NEW CAT 349F L



Loyal William Adams customers Steven and Julie Groves from SB Groves Earthmoving Pty Ltd recently took delivery of their latest Cat excavator, a 349F L, which was immediately transported to Zeehan on Tasmania's west coast.

The machine is pictured ripping concentrate from an old tailings dam, which had set like concrete. But the 349F L, fitted with a heavy duty ripper, was more than ready for the task.

NEXT GENERATION 120 MOTOR GRADER IS STAR OF THE SHOW

Delegates at the 27th Municipal Works Association Exhibition gain a sneak preview of a new range of graders

Perhaps it was the first public release of the Next Generation 120, or just the chance to finally catch up with industry colleagues face-to-face for the first time since COVID restrictions hit, but there were smiles all round at the MWA annual conference and exhibition in March. Held at Bendigo's Prince of Wales Showgrounds, six months later than usual, the annual event provided an opportunity for suppliers to display and demonstrate their products specifically for the local government industry.

In addition to the Next Generation 120, William Adams featured a current 150 grader showcasing the newly branded model (formerly the 140), to help highlight the model branding changes in preparation for the complete new line-up. Both graders featured easy-access stairs to enable delegates to experience the most notable differences, which are in the operator controls and cab design.

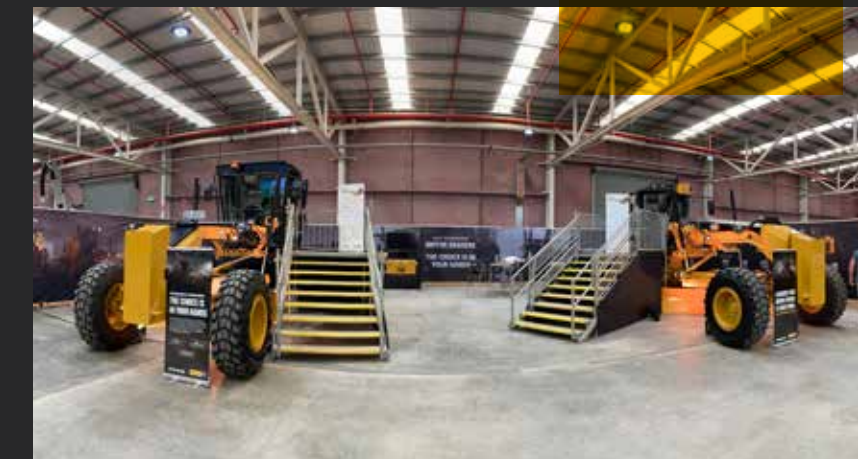
Next Generation products continue to be rolled out across the full Caterpillar line up, with the 120 representing the first of the new motor grader range. The 'Next Generation' term implies a full product design and overall product positioning review, and the motor grader line up is no exception. Merging the best of both the 120K (steering wheel/lever) and 120M (joystick) models along with new features, the 120 provides a common frame and powertrain for which the customer can order either the traditional steering wheel and lever controls, or the proven joystick controls and corresponding square or taper-designed cab.

"It's not true to say we are reintroducing the steering wheel and lever controls as Cat have always offered both versions, albeit in different regions," says William Adams Product Manager Glen Slocombe. "What has changed is that the commonality of the new 120 frame enables Cat to build one model of grader to meet all requirements globally, which drives manufacturing efficiency and enables us to now offer both versions. Over 90 percent of graders sold in our region are joystick, and this is likely to continue, but now that we can easily offer customers and operators both options, with all the latest upgrades and technology – why wouldn't we?"

Both versions of the 120 cab feature the latest 'spine' design, where the ROPS vertical pillars are now directly behind the operator's head, dramatically increasing visibility in the left and right rear corners, a feature not lost on those who sat in the new cabin on display at the show.

"The Next Generation 120 is a perfect grader for road and shoulder maintenance, and civil construction. This has been validated with testing we did against a 12H II grader on a customer's construction job and vindicated with an order for one of the new 120 graders to replace it," says Glen.

Delegates were also treated to a live demo of the Next Generation 120 by William Adams legend and operator demonstrator John Merlo, promoting the blade circle geometry, controlled throttle shifting and All Wheel Drive system. Caterpillar of Australia's 1960 12E grader also made a guest appearance under lights at the official conference dinner.



A Next Generation Cat 120 Motor Grader alongside a Cat 150 Motor Grader at MWA



A classic Cat 12E Motor Grader on display at MWA





After just a few weeks on the job, TasPort's new Cat D9T Dozer was already proving its mettle at the Burnie Chip Export Terminal (BCET), with early indications of improved fuel efficiencies and glowing reports from operators.

Following an open tender process from Tasmanian-based suppliers, the dozer represented a \$1.5 million investment and was delivered to the Port of Burnie on March 4, 2021, although it had arrived in Tasmania a few weeks earlier.

After being manufactured to full woodchip specifications for TasPorts in Illinois, USA, the dozer still required a bespoke solution to be used at BCET, which exported 1.45 million tonnes of bulk woodchips during the 2019 financial year.

Woodchip Facilities Operations Manager Scott Bloom worked with local experts in mechanical design and fabrication at William Adams in Burnie to design a woodchip blade fitted with twin tilt cylinders, to be installed around the supplied 9SU blade.

The team from the fabrication shop at William Adams spent 300 man-hours manufacturing the woodchip blade, while further small modifications were made to suit operational requirements when managing woodchips.

Once the modified woodchip blade was fabricated, it was fitted to the dozer to ensure optimal performance. It was then removed, and both the blade and dozer were freighted to the Port of Burnie.

On arrival, the William Adams field service department fitted the modified blade to the dozer and then it was ready for the BCET team to begin their scheduled familiarisation of the machinery.

Scott Bloom is already receiving excellent feedback from those who have operated the new D9T Dozer at BCET and the performance difference is clear. The new bulldozer has leading technical specifications and will result in reduced emissions, as it complies with U.S. EPA Tier 4 Final and EU Stage IV emissions regulations.

The unit is also equipped with GPS equipment that provides location and reporting mechanisms for service and repair notifications, supporting best-practice materials handling at the BCET facility.

The intention is to closely monitor performance of the D9T over the next few months to ensure the benefits of the investment are captured. A second D9 dozer is now being considered to support the current unit and provide further reliability at the Terminal to service forestry customers.

Bespoke Dozer for Burnie Terminal.

AP500F JOINS AP300F AT CRANES ASPHALTING

Cranes Asphaltting, based in East Gippsland, Victoria, have recently updated their ageing Bitelli BB740 with a brand-new Cat AP500F Asphalt Paver fitted with a Weiler Front Mount Screed.

Mick and the team wasted no time putting the new paver to work in the back streets of Bairnsdale, Victoria, for the East Gippsland Shire Council.

Operator training for the new paver, which joins Cranes' AP300F, was provided on site by the Cat Paving team out of Melbourne.

With this latest acquisition, there are now 10 William Adams' Cat Asphalt Pavers working throughout Gippsland to maintain our roads and highways.



ADD ADVANSYS TEETH TO YOUR BUCKET LIST

Maintenance is one of the biggest costs of machinery ownership so when a manufacturer comes up with a development that cuts downtime and improves safety and efficiency, it is guaranteed to get attention.

And Caterpillar's Advansys Ground Engaging Tool (GET), an easily-exchanged excavator tip system that cuts downtime by up to 75 per cent without the need for specialist tools, is getting plenty of attention.

Designed to improve the operating efficiency of the 311-390 hydraulic excavators and 924-994 wheel loaders, Advansys is Caterpillar's strongest, most robust tip adapter ever and also one of its most versatile, easily retrofitted across a wide range of machines including those not wearing the Caterpillar badge.

The value of the Advansys GET extends well beyond the point of sale, according to Caterpillar Product Specialist Darren O'Neill. Quick, hammerless removal and installation maximises safety during tip changes, and reduced downtime means increased productivity.

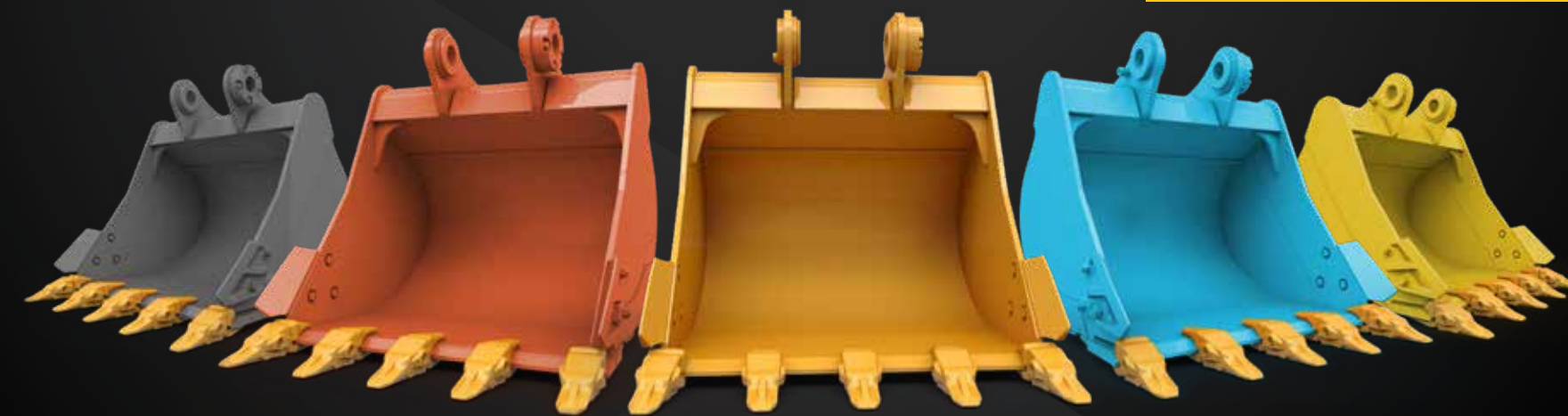
"How much is an operator's time worth when it comes to changing a tooth? How much money can be saved by only changing the necessary teeth when the outer teeth wear more quickly than the inner ones?" Darren asks.

"What we've seen historically has been a 'positive engagement' between bucket and tip that requires a big hammer, plenty of swear words and time for replacement. Advansys uses a simple cam lock system that locks teeth securely to the bucket and once they're installed they are very easy to change out."

The Advansys teeth feature tapered tip sides to reduce drag, while optimised tip shapes put wear material where it is needed most. Stronger adapter noses reduce stress by 50 per cent and improved nose geometry extends adapter life. A wide range of tip shapes also ensures operators get the right tooth profile for better surface penetration, optimising fuel consumption by ensuring the tool is biting into the surface rather than being forced through it.

The Advansys GET system has been available for some 18 months, time for it, according to Darren, "to have enough metres of dirt under it to prove it works."

William Adams is giving away a bonus set of adapters to anyone upgrading to Advansys GET before December 31, 2021.





USED EQUIPMENT SECTOR SHRUGS OFF COVID

The pandemic shook the world last year, but a few lucky industries remained steady. In fact, for Brian Zarkov, Used Equipment Manager at William Adams, the COVID-19 crisis was, in a business sense at least, almost unnoticeable.

“The (heavy machinery) industry has been pretty buoyant over the last 12 to 18 months, even with the pandemic,” says Brian. “Industry and construction continued on, tips didn’t shut, land sales stayed strong and major projects continued to operate.”

Brian has worked in the industry for more than 20 years. Tasked with finding the best pre-loved machinery available and getting it onto worksites, he handles between 400 and 500 pieces of used equipment annually for Victoria and Tasmania.

“Our product range is vast – Caterpillar has a product for everything and our popular sellers are excavators, wheeled loaders, dozers, graders and skid steer machines.”

Where that machinery comes from though may surprise.

The industry has been pretty buoyant

Between 40 and 80 are from the company’s leasing program and another 50 or 60 have been traded. The rest come from overseas.

“We buy a lot of machines from around the world and bring them into Australia. We also sell a lot of machines into other countries,” he says.

General construction machinery – wheeled and tracked loaders, backhoes, excavators and graders – is most in demand, the kind of machines necessary for creating sub-divisions and land developments, building roads and digging tunnels. The biggest single piece of equipment sold in the last 12 months? A 140-tonne 6040 hydraulic mining shovel.

If the pandemic did have an effect, it was in the on-time delivery of equipment to Australia.

“We had equipment stuck on ships in ports because crew members were ill or because some countries had instituted lockdowns. It wasn’t usually a big problem because, fortunately, a lot of machines we buy aren’t pre-sold; we’re just replenishing our inventory. We were generally able to work around the delays because people understand we are all dealing with the pandemic.”

Interestingly, different operators have different ways of using and moving on from their equipment.

Small businesses with two or three machines often trade at three years to maintain warranty and cut downtime, while bigger businesses with up to 100 machines run to hours rather than time, trading-in when their machines log around 10,000 hours.

“The beautiful thing about that is it offers buyers a variety of price points across a similar range of machines,” Brian says.





WILLIAM ADAMS
INSTITUTE OF TRAINING

HOW WILLIAM ADAMS' INSTITUTE KEEPS OPERATORS UP TO SPEED

As Caterpillar introduces increasingly high-tech machinery, it's more important than ever that operators have access to premium training.

That's why William Adams established its Institute of Training 10 years ago, rapidly gaining industry-wide respect through its focus on solutions that meet the professional needs of modern industry.

Drawing on the knowledge of industry experts, courses are continuously reviewed and updated to stay abreast of the ever-changing Cat technology, meaning trainees get the highest-quality learning experience.

Paul Arrighi, the Institute's Learning and Development Manager, says the facility caters for around 20 different customer groups a year.

"That's close to 200 individuals involved with road-building, tunnelling projects, forestry, quarries – generally larger plant and equipment," he said.

Some of the training involves 'refresher' courses for experienced operators stepping-up into the latest iterations of Caterpillar's machinery range or people needing to learn greater efficiencies.

Training even continued – admittedly with reduced numbers – during Victoria's 2020 pandemic lockdowns. Demand fell but didn't stop, and the Institute activated a 'COVID strategy' that saw training move to one location, and alterations made to course material.

"Technical training obviously works better when it's hands-on so we became really prudent in the way we worked. "

Quality, accredited training on the latest machinery is a must and Paul notes that the broad range of machinery available to businesses drives the need for such training.

"As new models come out, they become increasingly sophisticated. There will always be a need for training."

To find out more about the training offered by William Adams Institute of Training, contact us at 1300 WADAMS or speak to your local sales representative.

WHY WILLCARE KEEPS YOUR MACHINES ON TRACK

How William Adams' Customer Value Agreements (CVAs) deliver market-leading support

As a business grows, so does the list of demands on an owner's time, says Mark Sweeney, William Adams' General Manager, Product Support Services – and that's when it's easy to overlook essential tasks like regular equipment servicing.

"This is just one of the reasons we've created our new WillCare Customer Value Agreements (CVAs), so that our customers can rely on us to manage their servicing schedules, and get their equipment serviced on time," he explains. "Ultimately, that helps them to control costs and maximise their machine's productivity."

Drawing on William Adams' decades-long experience in the sector, the new Customer Value Agreements provide high-quality, professional aftercare for every machine, new or used. WillCare covers labour and genuine Cat parts for scheduled servicing, and the agreements are offered at point of sale, meaning customers can liaise with dealers on the agreement that's right for them. If a customer needs more support than anticipated, they can be upgraded to another agreement at any time.

"We've offered a very effective CVA to our customers for a while now, through the 335 Advantage, but we wanted to create an agreement that has the flexibility to suit every single customer and machine," says Mark. "The new WillCare agreements enable us to do that."

There are three tiers of CVA, ranging from Convenience, for those owners with the labour and capacity to perform servicing themselves (but who still need William Adams to deliver parts and advice in a timely way), through to Advantage (parts and service) and then Ultimate, which enables William Adams to proactively manage customers' service and repair requirements, 24 hours a day.



"Every WillCare customer is a VIP customer, and we're excited about taking our customer service to the next level," says Mark. "The new WillCare CVAs mean we can use our knowledge, insight and state-of-the-art monitoring technology to manage our customers' machine engines, so they can focus on building their business."

Here's the lowdown on what William Adams customers can expect from the new-look CVAs:

WillCare

CUSTOMER VALUE AGREEMENT (CVA)

CONVENIENCE

"This is a great option for customers who are confident in managing the servicing of their machine," says Mark. "As part of the CVA, you'll be sent a kit containing the Cat service parts required for each scheduled service, shipped to wherever you need them just in time for the service. You'll get 10 per cent off the cost of these parts for the duration of the agreement too."

Customers will also be able to track the health of their machine – including hours, fuel use, and utilisation – through the My Cat app or My.Cat.Com portal, and receive expert dealer support and flexible payment options.



ADVANTAGE

This next tier of CVA gives customers greater access to support and services from William Adams’ highly trained technicians. “With Advantage, our technicians will service customers’ machines on site, with travel time and mileage expenses within Victoria and Tasmania included as standard,” says Mark.

William Adams will also assess fluid health through its proven Cat S•O•S analysis, which can reveal excessive wear, contaminated fluids, or other unseen issues to manage machine health.

“Minimising machine downtime and using technology to identify potential problems are the market-leading features of this CVA,” Mark adds.

ULTIMATE

Offering comprehensive cover and 24-hour machine monitoring, this top-tier agreement offers complete peace of mind for customers. William Adams will proactively manage your equipment service and machine requirements, with monthly reports from our Cat Condition Monitoring Advisor.

“This is where we offer the best of everything – a total maintenance and repair contract,” says Mark. “We’ll perform servicing and repairs either at our service centres or in the field, and use all the tools in our kit – from Visionlink to Cat S•O•S analysis – to maintain the health of your machines for maximum productivity.” Customers will receive priority bookings and scheduled servicing for their assets.

For Mark, the beauty of WillCare is the ease with which it enables customers to manage their machines and their cashflow, with regular payments and no surprises. “Everything we do at William Adams is geared towards supporting our valued customers to succeed. Our new CVAs are another important way we can help them build their businesses and keep on growing.”

If you want to find out more about our WillCare CVAs, visit our website or contact your local William Adams rep.

NO MACHINE TOO BIG, NO MACHINE TOO SMALL. YOU’RE COVERED!



SEE HOW EACH WILLCARE CVA STACKS UP

	CONVENIENCE	ADVANTAGE	ULTIMATE
FEATURES	SCHEDULED SERVICE PARTS	SCHEDULED SERVICE PARTS AND LABOUR	TOTAL SERVICE AND REPAIR
Genuine Cat Service Parts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service Notification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flexible Payment Options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cat Trained Technicians		<input type="checkbox"/>	<input type="checkbox"/>
Priority Service Booking		<input type="checkbox"/>	<input type="checkbox"/>
Cat Dealer Inspection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cat SOS Fluid Analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel to Site Included*		<input type="checkbox"/>	<input type="checkbox"/>
Total Service & Repair			<input type="checkbox"/>
Component Overhaul			<input type="checkbox"/>
CAT Product Link Connectivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VisionLink Subscription	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADVISE – Condition Monitoring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Terms and Conditions: *Technician travel time and mileage expenses are included as standard when scheduled maintenance is performed within Victoria or Tasmania.



A BIG STAGE FOR CAT JOB SITE SOLUTIONS

At Poland's largest quarry, an impressive Cat fleet drives the production of 7.5-8 million tonnes of limestone aggregates every year – and Caterpillar Job Site Solutions (JSS) keeps every machine working at its best.

Stretching over nearly seven-and-a-half kilometres, the Kujawy quarry is operated by multinational cement and concreting company Lafarge, which acquired the site in 1995. Quarry-face blasting takes place up to three times daily, with silo and stockpile loading work carried out seven days a week.

Playing a key role in ensuring Kujawy's huge annual production output is a comprehensive Cat machine fleet, consisting of: two Cat 990 and two Cat 982 wheel loaders; one Cat 988K wheel loader; seven Cat 775G rigid dump trucks; a hydraulic breaker attachment for crawler excavators; and a Cat Certified Rebuild 772 rigid dump truck, reconfigured as a giant dust-suppression/water truck for Kujawy's haul roads.

Kujawy's management has also just confirmed an order for a Cat 988K XE (with a high-efficiency electric-drive system) and another 775G rigid truck. And as Lafarge's Sylwester Sroka explains, their three-year-old Caterpillar JSS program has supercharged the quarry's success.

"Through Caterpillar Job Site Solutions, our equipment fleet is definitely achieving higher productivity and our fuel consumption is less," he says. "We are also seeing less machine downtime due to our ability to be proactive on maintenance."

The Caterpillar JSS program uses VisionLink web-based machine fleet monitoring technology.

VisionLink, which is offered in Australia through William Adams, enables technicians to monitor individual machine productivity and efficiency, including machine production volumes, operator capability, machine idle times and fuel consumption. Fleet operation and maintenance planning, and Cat Scheduled Oil Sampling (S-O-S), are other important elements of the bespoke program.

Caterpillar JSS programs are also being followed at five other Lafarge quarries in Poland, with a total of 25 Cat machines covered across the company's six sites.

"Lafarge expects us to help keep their machines running," says Lukasz Kuczer, Caterpillar Fleet Manager Job Site Solutions – Europe, Asia & Middle East. "Every month I send a Caterpillar JSS fleet summary report to the customer and we arrange a call if there are things he wishes to discuss. I also have a weekly internal call with the dealer's service department, where we discuss the fleet's performance, partly via machine technical codes, and schedule maintenance times during upcoming weeks.



"We like to have long-term relationships with our equipment suppliers."

"Then every quarter, at a different Lafarge quarry, we have a meeting with other members of the management team in Poland, and the dealer, where we present the results of the different Lafarge Caterpillar JSS fleet management programs over the last quarter. We cover machine performance and fuel consumption, along with any health and safety issues. At the end of every meeting we draw up an action plan. All this helps Lafarge keep their machines running and optimises their utilisation."

For Lafarge, Caterpillar JSS has a direct, positive effect on productivity. "Caterpillar is supporting us with good management of our equipment," says Lafarge's Sylwester Sroka. "They also help us to work very closely with our equipment operators, with a Cat operator training day taking place at the quarry every year. We always see operator efficiency improvements after these days."

Sroka says Kujawy has been purchasing Caterpillar equipment for many years, with the oldest loading model at the quarry around 15 years old.

"We like to have long-term relationships with our equipment suppliers."

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9 WAYS

TO ENSURE HAUL ROADS ARE AN ASSET — NOT A LIABILITY

When haul roads are kept in top condition, trucks run faster and more safely, cycle times improve and more ore is produced. Good road conditions also reduce truck maintenance, lower fuel costs and reduce tyre damage.

Here are the top nine things you can do to ensure your haul roads are your site's greatest asset – instead of your greatest liability.

- 1 Design them right. The best haul roads have crowned straight sections, super-elevated curves, safety berms and drainage ditches on both sides.
- 2 Ensure proper grade. The ideal grade is between 8 and 10 percent with low rolling resistance of 2 percent or less.
- 3 Watch bench and dump areas. In the load zone, ensure the floor is smooth, debris is cleared away so trucks don't drive over rocks, and that trucks are able to leave under full, continuous acceleration. In the dump zone, ensure the floor is smooth and that trucks are able to enter at high speed and reverse to dump.
- 4 Pay attention to road width. Roads should be three times the width of the widest truck, so tyres aren't bumping into the safety berms or dropping into ditches.

5 Use the proper material to prepare and maintain the road bed. If the surface under the haul road is soft or moist, rolling resistance is high and tyres are allowed to sink – which slows production and can wear away the rubber from the tyres.

6 Keep them clean. Making sure haul roads are free from rocks and other debris should be a top priority on every mine site. Haul roads should be free of puddles, potholes, ruts and gullies, and spillage should be removed quickly to save tyres, and allow trucks to travel at their expected speeds.

7 Keep them watered. It's important to keep dust down to improve safety and allow trucks to run at the desired speed. However, watch for excess water because it increases rolling resistance, which slows down the machine and is hard on tyres.

8 Educate operators. Motor grader operators need training in how to properly maintain haul roads. Truck operators need to be aware of how their driving habits affect cycle times and tyres. Operators should be trained to watch loads and speeds, check tyre pressures, be aware of rocks and debris, and be careful on turns.

9 Make the investment. Haul road maintenance sometimes takes a back seat to moving material. But well-maintained roads enable you to reduce truck damage and maximise production.





CAT PAYLOAD A WINNER FOR CAT RENTAL CUSTOMER

At William Adams, we pride ourselves on providing creative solutions for our customers – and our Cat Rental Store's recent work with Grampians Excavations, part of the Symal Group, was a highlight.

The team, based in Stawell, Victoria, approached us regarding a quarrying operation that was critical to one of Melbourne's key infrastructure projects.

Grampians Excavations needed to load 8,000-12,000 tonnes of material out of the quarry every day, on top of existing operations. Site constraints and cost considerations meant a traditional weighbridge was not an option, so we had to devise a unique, out-of-the-box solution.

After an on-site trial to demonstrate the Cat Next Gen 336's ability to collect and report daily data on product and weight, Grampians Excavations put our payload plan into action.

Grampians Excavations General Manager David Caserta told *PLUS* he believed the technology that comes as standard with Cat Next Generation excavators has been a game-changer for the industry.

What's more, when Symal Group and Grampians Excavations approached the market for a package of equipment to purchase, William Adams and the Cat Next Generation excavator range was front of mind, and able to come through with an appropriate solution.

CATS AT THE BEACH

When Enviropacific was recently tasked with a major remediation program in a coastal part of regional Victoria, the team chose to work once again with William Adams Cat Rental Store.

Located next to a large industrial facility, the project required both high productivity and precision from Enviropacific, a specialist in environmental solutions. The Cat Rental Store was able to assist with new Cat Next Generation 320 excavators – with integrated GPS and E-Fence technology – and Cat 730 articulated dump trucks.

The remediation program involved the construction of a sand-washing plant within a fully lined bund (or containment area); a water treatment plant; two 1.6-megalitre water treatment ponds and associated settlement (monitoring) devices.

This was delicate work – it was imperative that the excavator buckets used during the excavation didn't pierce or damage the underground bunds. Operators usually need to maintain intense concentration during this type of excavation, but some of the mental strain was reduced thanks to Cat's advanced Next Gen E-Fence and E-Ceiling technology, which enables operators to dig to a precise depth and contour.

Enviropacific's robust, innovative, and cost-effective solutions have so far resulted in 70,000 m³ of contaminated soil being excavated and remediated on-site, with most of the soil treated using the sand-washing plant. Lesser-impacted soils are treated via bio piling, which is a composting process.

The project has amassed more than 32,000 labour hours and at least 6,000 heavy equipment hours so far.

William Adams Cat Rental Store would like to thank the team at Enviropacific for partnering with us to deliver their latest project, and we look forward to working together again in the future.



THE EVOLUTION OF THE CATERPILLAR LOGO

Once upon a time, Cat's logo was red
— and even had little feet

Today, it's hard to imagine that Caterpillar — one of the world's most famous brands — could ever have been called anything else. Certainly, the company's distinctive 'Caterpillar Yellow' and triangular brand mark seem intrinsically Cat.

But to Benjamin Holt, inventor of the revolutionary tractor tracks and founder of one of Caterpillar's parent companies — the Holt Manufacturing Company — the 'caterpillar' name wasn't an immediate hit.

In March 1905, so the story goes, Holt and his nephew Pliny had taken the company photographer, Charlie Clements, out to the field to see their newly modified tractor, known as the No.77. When they got there, Clements was confused, and then astonished, to see the vehicle rolling over the rutted field on tracks, rather than wheels. "If that don't look like a monster caterpillar!" he exclaimed. Holt reddened, possibly with annoyance, but it was too late: the name stuck.

It wasn't until 1910 that Holt trademarked the name 'Caterpillar' with the U.S. patent office, but by the time Holt and C. L. Best Tractor Co merged in 1925, the name was well-established — and a brand new logo was released to mark the occasion.

CATERPILLAR
REG. U.S. PAT. OFF.

1925: A RED-LETTER YEAR

In the year that the Caterpillar Tractor Co. was formed, the company also unveiled its logo — a red, wavy 'Caterpillar' with, if you look very closely, tiny feet.

For Glen Slocombe, William Adams' Product Manager and unofficial company historian, the logo was a very literal interpretation of the name. "It looks a little bit corny in this day and age," he says, but certainly appropriate to the Art-Deco fashion of the time. "Over time, the logo changed to something stronger to reflect more closely the values of the organisation."

By 1931, Caterpillar had moved away from its original grey colour scheme and adopted "Hi-Way Yellow" as its brand colour, thanks to its "attractiveness of appearance, the safety factor on high visibility value [and] the legal requirements in certain localities for machines used on the highways."

Caterpillar

1932: A NEW ERA

After just seven years, the red logo was discarded in favour of a black font that felt more serious and reliable. It was an era of innovation. "Having amalgamated some product lines and steered the business through the Depression years, Caterpillar introduced diesel engines in the 1930s, replacing conventional gas engines, with remarkable success," says Glen.

In this decade, Caterpillar's product line grew to include motor, blade and elevating graders, as well as electric-generator sets and terracers. Production also started to increase in the lead-up to the Second World War, when factories were running seven days a week.

CATERPILLAR

1957: ROADS TO SUCCESS

There's a *Mad Men* vibe to the logo released in 1957, with a sans-serif font that seems stronger and sleeker than before. This new design coincided with the company's expansion overseas through the creation of subsidiaries to manufacture machines and parts for local markets.

Part of the expansion was driven by the post-war boom in highway construction, says Glen, along with Caterpillar's commitment to a locally-driven distribution model. "Caterpillar has used independent dealers since day one, who invest in and build relationships with their customers. The original Caterpillar directors said that they wanted local independent dealers to invest in local stores, because they had great knowledge and relationships in their region."



1967: THE 'PAC-MAN' LOGO

At the height of the Swinging Sixties, Caterpillar adopted a corporate symbol for the first time. In the 1980s it became known to fans as the 'Pac-Man' logo, thanks to its similarity to the popular video game of that era. In an official company release, Cat said: "This trademark will convey through sight-association a sense of purpose, ideals and spirit of the enterprise; and reflect the cohesiveness of our people, plants and products."

Unlike the full logo, the symbol could be stamped in smaller areas of machines, as well as on company merchandise. It was also hugely popular; in fact, last year, to celebrate Pac-Man's 40th anniversary, Caterpillar dug out a giant trench maze in order to play Pac-Man with Cat machines. So far, the video has clocked up over 800,000 views on YouTube.

CATERPILLAR®

1989: ADDING A TRIANGLE

Combining the iconic yellow, black and white typography, the new logo released in 1989 symbolised a new energy and maturity. In 1985, Cat introduced its first backhoe loader and its first-ever line of compact construction equipment, and had become a truly global company.

"I'd just started working for William Adams in 1990 and I've still got the video cassette that was sent to all dealers to announce the new logo," says Glen. "My understanding was that, unless you knew what it was, you wouldn't necessarily know that the 'Pac-Man logo' related to Caterpillar. With the new, triangle logo the Cat or Caterpillar name was always present and this underpins the unmistakable Cat trademark that has enabled Caterpillar to consistently rate in the top 100 brands worldwide."



HOW TO USE FAULT CODES TO IMPROVE OPERATOR PERFORMANCE

Nearly every machine in a fleet, whether new or retrofit with a black box, throws fault codes, and the sheer volume can overwhelm an equipment manager. The number and frequency of email alerts, text alerts, and other communications can easily desensitise the recipient, causing managers to miss data that could help them improve machine performance.

Caterpillar and its dealers have invested in software and personnel to help fleet managers sift through the noise to identify machine data they can actually act on.

“From an aftermarket perspective, we are looking to turn [machine data] into information that the customer can make use of to make their operation safer, more productive, reduce their costs, or control costs,” says Tim Noon, global quarry technology subject matter expert for construction, digital and technology.

1. USE DATA FOR COACHING

Equipment managers can use machine data, specifically fault codes, to benefit fleet performance by using it to coach operators. Operators who use machines correctly maximise productivity and minimise costs. But rather than tackle all areas that indicate a need for operator coaching, Noon says to “focus on a small number of things.”

“Maybe you have two or three fault codes that are your heavy hitters,” he says. “Focus on those and use that as a positive opportunity to engage with your operators and say, ‘We’re seeing a lot of these, can you help me understand why we’re seeing these particular events?’”

2. TAKE A STRATEGIC APPROACH

A strategy to produce a positive experience in coaching hinges on four key principles, Noon says. Firstly, give the operator a manageable number of areas to address; use facts and data to engage the operator in a positive way; provide training and coaching based on those areas and facts; and build coaching into the monitoring process.

With that strategy in place, Noon says, managers can identify one or two fault codes and coach. If a fault code indicates that an emissions regeneration has been terminated by the operator, for example, “explain to the operator the importance of that.” For example, you might talk about maintaining a machine’s longevity and what that means for the health of the company overall.

A POSITIVE
OPPORTUNITY TO
ENGAGE WITH
OPERATORS

Managers can reinforce the behaviour change, again supported by data and facts, by offering incentives. (Noon says some Caterpillar customers using this coaching strategy offer a reward such as a catered lunch if metrics improve!)

3. USE YOUR DEALER

As with more and more manufacturers, the distribution channel offers the best avenue through which Caterpillar machine data can benefit customers. William Adams, can show their customers how data can improve operations.

“We see dealers including this telematics data into service contracts or operator training duties because they know there’s a lot of valuable information in there,” Noon says. “In 2021, customers are probably beyond suffering from information and data overload. Everything is digitally connected and the data is coming from everywhere, but dealers are stepping up.”

In addition to dealers taking a proactive, consultative approach to data, Noon says dealers also offer coaching assistance, such as certified dealer instructors and product support experts who have been trained by Caterpillar.

“We have customers who know they have to step into the digital world, they know they have to measure stuff so they can monitor and manage it,” Noon says. “Look at it as having something available to you [from a dealer] to do your job a little better.”

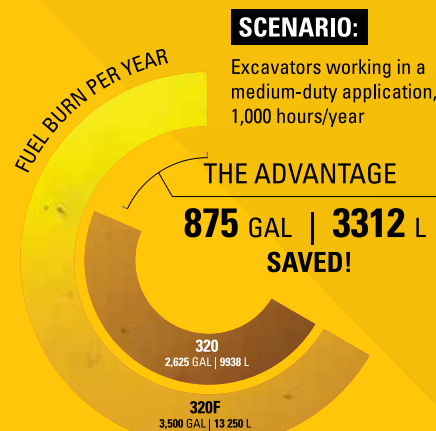
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SUSTAINABILITY IN PRACTICE

We're committed to reducing fuel consumption

CAT 320 HYDRAULIC EXCAVATORS

FUEL EFFICIENCY SAVINGS ADD UP



CALCULATION:

320F:
 $3.5 \text{ GAL/HR} \times 1,000 \text{ HR/YR} = 3,500 \text{ GAL/YR}$
 $13.25 \text{ L/HR} \times 1000 \text{ HR/YR} = 13,250 \text{ L/YR}$

320:
 $(3.5 \text{ GAL/HR} \times 75\%) \times 1,000 \text{ HR/YR} = 2,625 \text{ GAL/YR}$
 $(13.25 \text{ L/HR} \times 75\%) \times 1000 \text{ HR/YR} = 9,938 \text{ L/YR}$

In the past few years, sustainability has become increasingly important in almost every industry – and at William Adams and Caterpillar, we're working hard to play our part in building a better world. Not only do our Caterpillar machines utilise the most efficient technologies to reduce fuel consumption and emissions, but we're also focused on helping our customers choose the right equipment for maximum productivity and minimum waste.

Every William Adams employee has a responsibility for reducing energy, water and waste in our business. Our employees are actively engaged in identifying opportunities for operational efficiency; from more efficient light fixtures to the use of solar water heaters and the reduction of waste, we're committed to minimising our environmental footprint.

Meanwhile, Cat's engineers are continually working to make our machines even more fuel efficient and safe for workers.

Take our Next Generation excavators, says Product Manager Glen Slocombe. "The simple yet brilliant electro-hydraulic system – the first in a production excavator – provides in some cases a 25 percent reduction in fuel consumption, while delivering better productivity and performance than we've ever seen before."

"Yet it does this with fewer pumps, filters, hoses, fittings and seals, so it saves fuel, raw materials and requires fewer consumable parts and fluids over its lifespan. It's a win-win for our customers and the environment."

We're focused on investing in communities

Globally, Caterpillar has achieved a 37 percent reduction in water consumption since 2006, and a 54 percent decrease in greenhouse gas emissions, among other environmental targets.

And, through the work of the global Caterpillar Foundation, they're focused on investing in resilient communities and natural infrastructure initiatives.

Here in Australia, the Foundation is supporting Greening Australia and the Australian River Restoration Centre in addressing erosion and sedimentation along the Murrumbidgee River, Australia's third longest river and a major tributary of the Murray River.

The impacts of fire have left landowners grappling with massive erosion damage on their properties, and our erosion works, along with fencing to protect plants from livestock grazing, will restore and protect this important waterway.

Cat's commitment to sustainability has been recognised through its inclusion in *Forbes* magazine's 2019 list of the World's Most Reputable Companies for Corporate Responsibility. Ranked number 28, moving up from number 52 in 2018, Cat's inclusion demonstrates recognition by both *Forbes* and the hundreds of thousands of individuals they surveyed.

Like many large companies, we know we have a long way to go in our sustainability journey, but we're making progress. For more on our sustainability efforts and highlights, contact your local sales representative or ask us for a copy of Caterpillar's latest Sustainability Report.

2020 CATERPILLAR SUSTAINABILITY HIGHLIGHTS

21 yrs
 Included in the Dow Jones Sustainability Index

\$37.9M
 Invested in communities through the Caterpillar Foundation, including support for COVID-19 relief and social justice

131M
 Pounds of material taken back for remanufacturing

51%
 Reduction in absolute greenhouse gas emissions since 2006

\$1.4B
 Invested in research and development

43%
 Reduction in absolute water consumption from 2008

93%
 Reduction in recordable injury frequency from 2003

DELIVERED OUR BEST RECORDABLE INJURY FREQUENCY SAFETY PERFORMANCE ON RECORD

30%
 Of our reported sales and revenue derived from products, services and solutions that demonstrate an improved sustainability benefit over prior offerings

THE CATS THAT CALLED AUSTRALIA HOME

ARTICLE BY GLEN SLOCOMBE & NEIL CLYDSDALE

Locally-made machines played a vital role in the war effort, and beyond

The history of manufacturing Caterpillar machines and components in Australia started during the 1940s, as demand from the Australian military increased and national self-sufficiency became essential.

In 1936, the US Government passed a law banning the export of motor graders to the South-East Asia region. This was primarily because of Japanese colonial aspirations in the region and military aggression. Graders were seen as a fantastic tool for the construction of airfields, in particular the development of airfields for military use.



A WORLD FIRST

Waugh and Josephson (W&J), Caterpillar dealer for New South Wales, was licenced by Caterpillar to build motor graders after approaches by the Australian dealerships who were now denied the supply of machines. This was a world first for Caterpillar, but W&J had engineering facilities capable of producing machines to Caterpillar's exacting standards.

Approximately 600 graders were built by W&J. The engines and transmissions came from the US and the rest was built in Australia, using Australian steel and componentry, including castings from local foundries. Prior to 1939, these graders were known as W&J Speed Patrols to differentiate them from the Caterpillar Auto Patrol; after 1939, they were known as 'Number 12 Graders'. This licence to produce lasted from 1936 to just after the end of WWII in 1946.

There was also one other orphan produced during this period. The military also wanted crawler dozers and were keen to have a D7-size tractor built in Australia. In January 1945, a D7 tractor was surreptitiously stolen off the wharfs in Melbourne from the US Army supply, taken to a secret destination, dismantled and a complete set of drawings of every part was made. By the time the war ended, the Army had one tractor made and tested, but it didn't go into production as US-built tractors became available.

This D7 tractor is commonly known as the 'Ruwolt' after the engineering company that built it. The tractor stands at the Holsworthy Barracks in Sydney as a memorial to its historic significance and the ingenuity and skill of the people involved in its construction.



The Australian Caterpillar factory with Cat No. 12s ready for work

A NEW ERA

In 1946, Caterpillar rescinded its agreement with W&J, but signed a licence agreement with Steelweld. This was the first licence Caterpillar granted to any company outside the US after WWII. Steelweld not only built graders, but also crawler tractors and attachments on a similar basis. Engines, transmissions and final drives for crawlers were supplied from Caterpillar in the US, with all the remaining componentry manufactured in Australia.

As steel was sourced from BHP and produced to British standards, rather than US standards, some variations in weight and dimensions occurred, even though the same drawings were used in the construction of the Australian-built machines. Maybe the Australian engineers also used some licence to strengthen some componentry to better survive arduous Australian conditions.

Steelweld front-mounted and rear-mounted PCUs (cable controls) are still seen today on many of the old Caterpillar crawlers. Componentry of these PCUs is 100 percent interchangeable with Caterpillar components. Caterpillar withdrew Steelweld's licence in 1956, after which Caterpillar Australia started manufacturing at Tullamarine.

Reproduced from article written by the Antique Caterpillar Machinery Owners Club with permission of The Old Machinery Magazine

CATERPILLAR OF AUSTRALIA

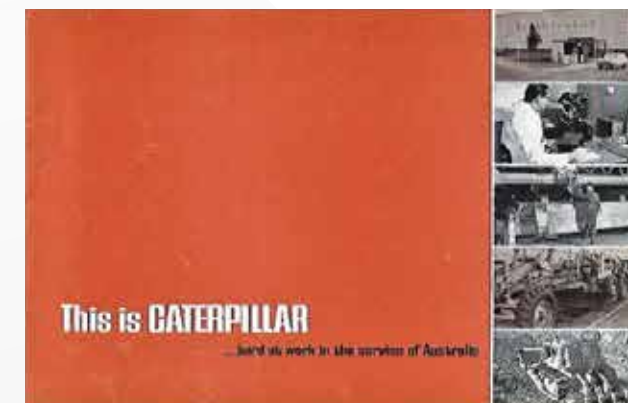
By 1950, despite having over six million square feet (557,400m² under roof) of manufacturing space in East Peoria in the American Midwest, still more capacity was needed for Caterpillar to keep up with the post-war boom. In addition to decentralisation from Peoria, the first Caterpillar subsidiary was formed in Great Britain in 1950, and by 1955 Caterpillar had formed a new subsidiary – Caterpillar of Australia Pty Ltd (C of A). These subsidiaries were in part to address local import restrictions, which required certain parts to be manufactured locally, and a shortage of US dollars to pay for Cat products after the war.

A new manufacturing, parts distribution, marketing and administration facility was built in the commercial suburb of Tullamarine, near Melbourne. Capitalising on close port, road and rail links, the site is still the current headquarters for Caterpillar in Australia. Designed to meet US facility guidelines, the building boasted a roof designed to handle several feet of snow!

Caterpillar's plant in Melbourne opened in 1956 and manufactured No. 12 motor graders and parts for D4 and D6 tractors initially. Boasting a full metallurgical laboratory, tempering and heat-treating furnaces, and stress-relieving equipment, the Melbourne facility was fully self-sufficient apart from powertrain components shipped in from the US.

With volumes making local production unviable in the current economic environment, the last Australian-built Caterpillar graders rolled off the line in March, 2005, and production was consolidated into the Piracicaba, Brazil, source facility. The factory has since had various responsibilities including fabrication of work tools and buckets, and as an assembly facility for Cat-branded on-highway trucks.

Vintage collectors, particularly Antique Caterpillar Machinery Owners Club (ACMOC) members from the Australian chapters lovingly keep, restore and display at rallies many of the earlier production 'Australian Made' Caterpillar machines.



Pages from an early Caterpillar of Australia marketing brochure



Caterpillar factory, Airport West 1963

FROM THE ARCHIVES FAITH IN A COMPANY AND A PRODUCT

EDITORS NOTE:

This issue, we've elected to reprint an article that was published in Caterpillar's Dealer publication, shortly after the acquisition of William Adams by Dale Elphinstone in 1987.

If we changed some dates, the article would be just as relevant today, over 30 years later.

We hope you enjoy reflecting upon Dale's career as he celebrates a milestone birthday.

It is indeed a privilege to be part of the Caterpillar family. My personal involvement with this professional company and its products spans more than 20 years.

At the age of 17, I started work at this dealership as an apprentice mechanic. This experience started what could be described as a lifelong love affair with a product and an organisation unequalled by any other in the world. From very early in my apprenticeship, I recognised the superiority of the Caterpillar product and support organisation, and decided to make this business a career.

After working in the field service operation and resident service positions at several locations over a period of six years, I took a leave of absence to broaden my experience in people and cultures of other countries. After spending approximately three months visiting many dealerships and almost every Caterpillar manufacturing plant and parts facility in the United States, I took a position with Finning Tractor as a field serviceman.

The experience I gained in the United States, and in particular working with Finning Tractor, gave me a new vision in many business aspects. It especially affirmed my lifelong belief that all people on this earth are equal, we just have different roles to play.

The personal satisfaction and recognition that I gained working as a shop field serviceman left a lasting impression with me. I feel those qualities need to be further developed in our service personnel to retain and attract the level of skills necessary to service the technologically advanced products offered by Caterpillar today, and in the future. The ability to effectively service those products will continue to be one of our major competitive activities and the modifications of Caterpillar products to fill this role. I very soon identified an expanding opportunity. Hence in 1975, I left William Adams and started the Elphinstone group's operations in underground mining equipment using Caterpillar components and parts.

During the 13 years we spent establishing our Elphinstone underground mining products, we always stayed very close to the Caterpillar organisation and had a desire to become part of the dealer family. We always used genuine Caterpillar parts and products, never straying from the straight and narrow.

In 1987, what presented itself as a once-in-a-lifetime opportunity occurred when the dealership in Tasmania and Victoria became available. While this business did present some challenges, our confidence in the Caterpillar organisation and product, the William Adams employees and management team, and our ability to run a dealership on a profitable basis was never in question.



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With the assistance of the management team at William Adams and Caterpillar, we are steadily implementing some of the philosophies that I gained from my business career and my visits to Caterpillar dealers and facilities. These are mainly in the areas of personnel relations and the continued need to allow our people to feel very comfortable, obtain more job satisfaction and be very much a part of the dealer team.

We are now placing great emphasis on the service and parts support aspects of our business as we believe that the support of the product today sells equipment tomorrow. Retention and attraction of skilled service personnel is receiving considerable priority at our dealership.

The road to our present proud position as the Caterpillar dealer in Tasmania and Victoria was not smooth, but I would readily repeat the past tomorrow given the opportunity. It is indeed my pleasure to once again be part of a family that is envied worldwide.

While there will be significant challenges to our superior position as dealers and to the Caterpillar product in the years to come, we are confident that Caterpillar's modernisation and very positive approach to the changing world, coupled with the resilience of the dealer organisation, ensure our position will always endure.

Dale Elphinstone



III

EXECUTIVE CHAIRMAN CELEBRATES THREE SCORE AND 10

February 23, 2021 marked Dale Elphinstone's 70th birthday, and as he told the assembled group of friends, customers, suppliers and staff at his party, his dear old dad always used to say that anything beyond 'three score and 10' should be considered bonus years!

On a night short on formalities but rich in the opportunity to share memories, Dale thanked some 80 guests who had travelled from all over Australia to his and Cheryl's hometown of Burnie. All were considered dear friends who had made a significant contribution to the achievements the Elphinstone family had been able to deliver in 45 years of business.

Dale also shared great news regarding his health, after having hit "a few bumps in the road" in recent years.

Cheryl opened the evening by welcoming guests including family and grandkids Olivia, Jessica and Jack.

Later in the evening she drew attention to the fact that the amazing cake – adorned with underground loaders and trucks, along with Dale's other love, his cattle – had a subtle error. The cattle were the wrong colour, as Dale and Cheryl run Herefords!

Congratulations from all at William Adams, Dale, and may you celebrate many more 'bonus years'!



'EVERY WOMAN WORKING AT CATERPILLAR HAD A SENSE OF PRIDE'

Meet Patricia Manning Langenberg, one of Caterpillar's many female employees during the Second World War.

Women's participation in the workforce rocketed in WWII as men were called up to serve – and Patricia Manning Langenberg was one of the many young women who joined Caterpillar.

The second-shift factory job she took in 1944, fresh out of school, marked the start of a long and storied relationship with the company. Today, the spry 95 year old still lives in Peoria, Illinois – which was then home to Caterpillar's headquarters – and Lee Fosburgh, historian and manager of Caterpillar's corporate heritage archives, interviewed her to learn more about her past.

A FATEFUL DECISION

Pat worked at Caterpillar more than 75 years ago, yet she remembers it as though it was last week. Like many young women of her generation, she applied and interviewed for a secretarial job at Caterpillar after high-school graduation. But once she discovered that factory work paid more – and that second shift paid even more still – Pat chose a second-shift factory job working on the bearing cap line, measuring bearings with a gauge to validate milling.

So, in early 1944, Pat became a Caterpillar employee and part of the influx of women during the WWII era who were called to take positions typically held by men.

It was a time when U.S. factories were busier than ever – many plants having been retooled to support the war effort. Although business was booming, most factories were suffering from a severe employee drought caused by 11 million Americans serving in the U.S. military in 1944.

Caterpillar was hard-pressed to meet production goals set by the U.S. military. At the beginning of 1941, the company had approximately 11,000 employees in Illinois and California but needed nearly double that number by the end of 1944 just to maintain production.

To fill the void, Caterpillar – like many other manufacturers all over the world – turned to capable women like Pat Manning. "Every woman working at Caterpillar had a sense of pride adding to the war effort," says Pat. "From making dozers to collecting grease, to sending brownies to the soldiers overseas, we were happy to do our part."

A CATERPILLAR FAMILY

As for Pat, she left Caterpillar one warm November afternoon when her military beau, Jack Langenberg, came home on Thanksgiving leave and proposed. Jack had been a machinist apprentice at Caterpillar before enlisting in the military, where he served as a fighter pilot in New Guinea and the South Pacific. During his service, Jack was recognised as a war hero and awarded the Air Medal for meritorious achievement in the South Pacific.

Pat and Jack married on December 13, 1944.

Once the war ended, Jack returned home to Pat and rejoined Caterpillar as a design engineer. The couple raised a family and were the quintessential Caterpillar family – they even owned a 1931 Caterpillar Sixty that worked on the family farm. And they've kept it all in the family since then. Pat and Jack's son, Pipper Langenberg, retired from Caterpillar and their granddaughter, Sarah Johnson, works in the Product Support & Logistics Division as a buyer.

Jack worked at Caterpillar from 1939 – 1979 and passed away more than 20 years ago, but Pat remembers both of their Caterpillar employment years with much fondness. "It was a great place to work," she says. "I'm so thankful and proud that when Jack retired, Caterpillar counted his years of military service as time worked at Caterpillar when they calculated his retirement benefits. It really is a wonderful company."



PHIL GOW – RETIRES AFTER 47 YEARS AT HILLVIEW QUARRIES

In 1974, ABBA had a hit song with Waterloo and West Germany won the World Cup. That same year, a young Phil Gow started work at Hillview Quarries, on Victoria's Mornington Peninsula.

Now, after a 47-year career at Hillview, this loyal and valued employee is about to step down from the cab of his face loader for the final time – and he will be hugely missed by everyone who works with him.

As was common at the time, Phil had a family connection to the business through his father, Bill, who worked there as an operator. (Phil's son, Ash, later took on the same role.) Although Phil started in the workshop, he was moved quickly onto machinery, operating a dump truck and face shovel, among other equipment.

Shortly after, Phil became the site's face loader operator and has been operating the face loader ever since. In fact, he's worked a 992, 988B, 988F, 998G, 988H and now 988K face loader, and has seen every bench and haul road of the entire development over the past 47 years. In 2009, he visited Cat in the US to see his 988H face loader being assembled, which he says was a real highlight. He's now Hillview's longest-serving employee.

This isn't the end of Phil's association with machines, though. He's a motorbike enthusiast who still rides a Honda 1100 – perfect for cruising the Peninsula. His other interests include basketball – he was a talented player and coach, and a driving force in the formation of the Southern Peninsula Sharks Basketball Club.

Phil retires at the end of June, and is looking forward to spending more time with his family in East Gippsland, where he can set up his caravan and enjoy what we hope is a long and happy retirement. From everyone at Hillview Quarries and all of us William Adams, thank you for your hard work and loyalty. You'll be missed.





Congratulations to A1 Asphaltting P/L in Drouin, Victoria, who recently took delivery of a new Cat AP500F Asphalt Paver with Weiler front mount SE8 screed. The new machine is pictured here at delivery in Traralgon with Bob and Clayton at the screed control, and is the seventh paver into the A1 stable, bringing the total Cat fleet to an impressive 52 units! Leigh, James, Kim: we sincerely thank you and the A1 Group for putting your trust in Cat and William Adams.



Welcome to the Caterpillar family, Jodie Martin!

Jodie is a first-time Cat owner and this is his brand-new Cat 305E2 Mini Excavator, pictured at his property in Mella Road, Smithton, Tasmania.



A 1946 wide-gauge 5T serial D4 tractor with Traxcavator attachment – rescued from the scrappy by an Antique Caterpillar Machinery Owners Club (ACMOC) member – making its working debut at the Lake Goldsmith Rally.



Holland Earthworx have recently taken delivery of this brand-new Next Generation Cat 313 Excavator.

With increased power and a range of standard Cat technologies, this 13-tonne excavator boosts operator efficiencies by up to 45 percent.



A smiling Vince Pulitano standing proud next to his new Cat 226B3 Skid Steer Loader – thank you, Vince.

Chelvon Quarries, in Victoria, have recently taken delivery of this magnificent Next Generation Cat 330 Excavator.



It's delivery day at a job site in St Helens, on the east coast of Tasmania – and pictured here are Scott Walker and Daniel Jacobson with their new Cat Next Generation 326 3D excavator.

We hope you enjoy it!

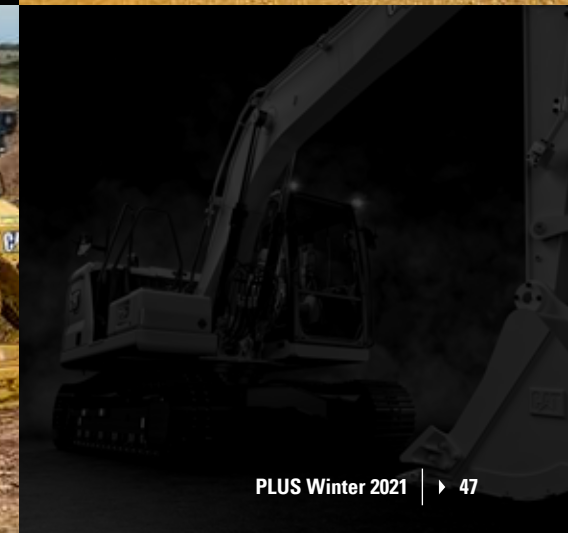


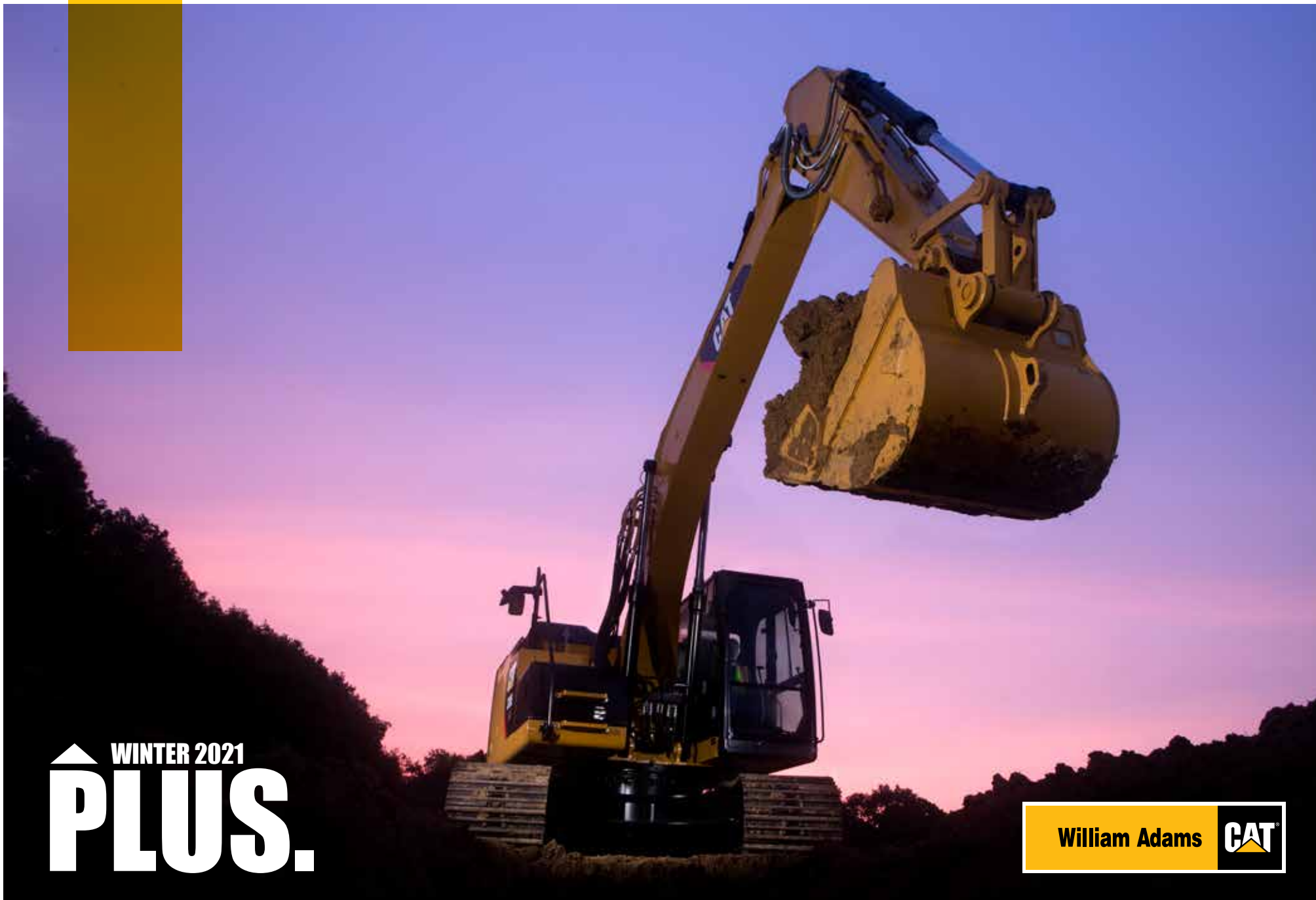
Lee Contracting have recently received this beautiful Next Generation Cat 120 Motor Grader, which includes GPS Grade and unprecedented comfort in its all-new cab.



McInnes Earthmoving have grown their Cat dozer fleet with this new D5, which will join their Cat D6R and D7R for various jobs around Gippsland. The new dozer is fitted with a VPAT blade, rippers, integrated factory 3D and LGP configuration.

A big thanks to Andrew and Malcolm for your continued business and loyalty.





WINTER 2021
PLUS.

William Adams 