

# WOOD WORKS

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## NASDI

This leading demolition/deconstruction firm is much more than just a wrecking crew

See article inside . . .



Martin Battistoni,  
President

Michael Francis,  
Executive VP

**KOMATSU**®

# A MESSAGE FROM THE CHAIRMAN

**Innovation  
that exceeds  
expectations**

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Dear Valued Customer:

Innovation is key to leading the way in the marketplace, and we believe no other manufacturer is as innovative as Komatsu. With each new emission standard, Komatsu sets the bar by not only meeting it, but exceeding expectations by designing machines that, in most cases, are also more productive and more fuel-efficient.

In this issue of *Wood Works*, several machines are highlighted to illustrate Komatsu's construction ingenuity and its purpose-built machinery. We believe you will be impressed. However, it's not only machine innovation that makes an impression.

Komatsu was the first manufacturer to offer a hybrid excavator and the first to offer machine-monitoring technology as complimentary on new machine purchases. It was also the first to provide complimentary scheduled maintenance — the Komatsu CARE program — on new Tier 4 Interim purchases. Our skilled technicians do all the work, using genuine parts and fluids.

That combined commitment to quality machinery and outstanding support is why Komatsu is our leading manufacturer. We also make a commitment to supporting your machinery, whether it's Komatsu or one of our other quality manufacturers. We do that by making a significant investment in training throughout the company, so we are ready to meet your sales, service and parts needs.

C.N. Wood is determined to be your single source when it comes to equipment. If there's anything we can do for you, please don't hesitate to call or stop by one of our branch locations.

Sincerely,  
C.N. WOOD COMPANY, INC.

Robert S. Benard  
Chairman

# WOOD WORKS

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# NASDI

## This leading demolition/deconstruction firm is much more than just a wrecking crew



Martin Battistoni,  
President



Michael Francis,  
Executive VP

The NASDI team  
poses at company  
headquarters in  
Waltham, Mass.

NASDI, LLC (formerly North American Site Development, Inc.) is widely recognized as one of the leading demolition-contracting firms in New England. When a project requires more than just a “tear down,” NASDI often gets the call.

“I prefer the word deconstruction rather than demolition because it more accurately describes what we do,” said President Martin Battistoni. “Any wrecking crew can take down a building in the middle of nowhere. But safely taking one down on a busy city street or where there’s hazardous waste that has to be properly handled and disposed of, or doing a surgical interior demolition that leaves a historic facade standing — many companies don’t want anything to do with those jobs. The risks and liabilities are too great. At NASDI, however, those are our favorite projects. We enjoy the challenge and showing what we can do.”

NASDI is a full-service demolition firm headquartered in Waltham, Mass. The company handles all types of structures. Bridges and other water-related jobs have become a large percentage of the company’s work load, thanks in part to expertise provided by NASDI’s

parent company, Great Lakes Dredge & Dock Corporation, the largest provider of dredging services in the U.S. NASDI also does environmental remediation, including asbestos and lead abatement, soil cleanup and site development following a demolition.

Since its founding in 1976, NASDI has been one of the Boston area’s most prominent demolition firms. It became a subsidiary of Great Lakes in 2000, and in recent years began to spread out geographically. NASDI now has an office on Staten Island, N.Y., and works across the eastern U.S., as well as in Louisiana. It is the seventh-largest demolition contractor in the U.S., according to the October 2010 issue of Engineering News-Record.

“One of our greatest strengths is that we self-perform all aspects of a job,” said Battistoni. “We have the equipment, the labor and the wherewithal to do these large jobs all by ourselves. We can devote as many people and as many machines to a project as it requires. That’s our value proposition to general contractors and project owners — we do many different things, we do quality work, and if time is of the essence, we have the resources to get any job done quickly.”

### Big jobs/talented work force

Boston-area examples of recent big NASDI jobs include demolition of more than 2 million square feet of City Square, a shopping mall in Worcester, Mass.; an award-winning demolition job at Harvard’s Fogg Museum; and interior work at Fenway Park. Significant jobs outside of Massachusetts include selective demolition at Manhattan’s historic Corbin Building, one of the nation’s first skyscrapers. Designed in 1888, the eight-story structure towered over neighboring buildings of the



era. NASDI also took down the Louisiana I-10 Twin-Span Bridge, a total of 10 miles worth of bridge damaged by Hurricane Katrina.

The company is able to take on work like that because of a management group and work force that's highly talented and experienced.

"Superintendents, foremen, project managers and our field leaders are the key to our success," said Battistoni. "People and their capabilities are how a company differentiates itself in the marketplace, and at NASDI, we believe we have the best people in the business."

In addition to Battistoni, the NASDI team is led by Executive Vice President Mike Francis, Operations Manager James "Bogie" Falco, Health and Safety Manager Mike Tibert, Chief Estimator Brian Arcand and Controller Paige Lombard.

"With our long list of services, we're a turnkey demolition contractor," said Executive VP Mike Francis. "We'll knock down your building, recycle the materials, do the utility disconnects, remediate the grounds and do the site work for whatever comes next. No building or project is too big or too small.

"I think one of the things that sets us apart is that we always look for innovative ways to do a job more efficiently — in other words, build a better mousetrap," he continued. "By figuring out a better way, we're able to win jobs, hit our margins and pass the savings on to the project owner. Credit for doing that goes to our estimators and our field crews. It takes everybody working together as a team to make it happen, and we've got a good team here."

"I think everyone who works here is proud of the work we do and proud of our reputation," added Controller Paige Lombard. "I believe we're widely recognized by the nation's largest contracting firms as the 'go-to' demolition contractor in New England. They know we're going to do their job right and do it quickly and safely. Now we're working to expand our reach beyond our home base."

## Komatsu excavators meet the challenge

To bid and complete high-profile demolition jobs in the most efficient manner, NASDI turns



▶ VIDEO  
Operator Paul Devito uses NASDI's new PC490LC-10 for a demolition job at St. Elizabeth Medical Center in Brighton, Mass. "I like the PC490LC-10," said Devito. "It's powerful and great on fuel."



▶ VIDEO

NASDI has a large fleet of Komatsu excavators, including this PC360LC-10 and PC800LC-8. "My experience is that Komatsu excavators are the best for demolition work," said NASDI President Martin Battistoni.

primarily to Komatsu hydraulic excavators from C.N. Wood.

"Demolition work is a heavy application that can be tough on equipment," acknowledged Battistoni. "My experience is that Komatsu excavators are the best for the type of work we do. Demolition is not like digging in the earth. We put all kinds of unique forces on our excavators. We prefer Komatsu excavators for their power, fast cycle times and outstanding

*Continued . . .*



Go online or scan this QR code using an app on your smart phone to watch video of NASDI's machines.



# NASDI considers safety a core value

... continued



Paige Lombard,  
Controller



Donald Barris III,  
Project Manager

A Komatsu PC1250 is at work on an NASDI job in Brighton. "We prefer Komatsu excavators for their power, fast cycle times and outstanding reliability," said NASDI Executive VP Michael Francis.

reliability. We put them to the test every day, and they hold up to the wear and tear."

NASDI's Komatsu fleet consists of about 20 units, including three new Tier 4 Interim machines (a PC490LC-10 and two PC360LC-10s). The company also has three PC1250 excavators (two traditional models and one model with a 130-foot reach).

"The great thing about Komatsu excavators is their durability," said Francis. "We don't just tap with them, we put force to a building. To be able to do that at 130 feet is truly impressive. We use processors, hammers, grapples and shears on them. Our operators also like Komatsu. They appreciate the controls and the comfort. And our mechanics like to work on them.

"Our PC1250s are so big and so powerful, when we get into building foundations, we're able to do a job in a week that would take many other companies a month or more," he noted. "And our new Tier 4 Interim machines have also been great. Many customers, including Harvard and Mass Highway, have strict standards regarding emissions. The Komatsu Dash-10 excavators have enabled us to do jobs that we otherwise wouldn't have been allowed to do, or we would have had to install a secondary-emission system on our older machines."

Francis also credits C.N. Wood for providing excellent support for NASDI's Komatsu units.

"C.N. Wood is great for parts and service. When we need help, we need it right away, and C.N. Wood and our Sales Rep Brian Doherty always take great care of us."

## A core value of safety drives growth

Although NASDI has been a demolition-industry leader for many years, the company is still growing. Its work volume rose by 30 percent last year alone. Battistoni and Francis attribute a large part of the company's recent success to a renewed commitment to safety.

"At NASDI, working safely is not just important, it's a core value," said Battistoni. "It's part of everything we do. Safety for employees. Safety for neighbors and bystanders. Safety for the surroundings. Every day starts with a safety meeting, and each job has a health-and-safety implementation plan. Companywide, we've embraced a behavioral safety program called Injury Incident Free (IIF). We've done it mainly because it's the right thing to do, but a side benefit is that our insurance-modification rate is now far better than the industry average. That qualifies us to get on virtually any job and has definitely brought us more work."

"Safety is now part of our culture," added Francis. "We've always been excellent at demolition. Where we've really improved is in our safety practices. Companywide, everyone is aligned to our safety standards. It's better for us and better for our clients."

"As we move forward, safety will continue to be a driving force, along with our commitment to provide industry-leading demolition practices," said Battistoni. "Some people view demolition contractors as 'wreckers,' and that offends me.

"I love demolition, not because we get to tear things down, but because it incorporates many of the most important aspects of construction architecture, design and complicated engineering," he explained. "Every job is different. Every job is a challenge. Figuring out the best way to do it is very rewarding. That's what attracts me to the industry, and I think it's what attracts most of our employees. I believe that commitment to our craft is what will keep us at the forefront of our industry in the years to come." ■

## ▶ VIDEO





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**WOBURN, MA**  
200 Merrimac Street  
Woburn, MA 01801  
(781) 935-1919  
FAX: (781) 937-9809

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FAX: (401) 942-9266

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# NBM EQUIPMENT SHOW

## C.N. Wood, Woodco have big presence at annual public-works event

Each year, the Norfolk Bristol Middlesex Highway Equipment Show highlights machinery that makes public-works departments' jobs easier. With four booths at this year's event, held in Wellesley, Mass., C.N. Wood and Woodco headed the list of vendors displaying equipment.

Equipment on display included a Vactor 2100 Plus sewer cleaner; Volvo L90G wheel loader and EC35C compact excavator;

Elgin Pelican street sweeper; Trackless MT Series VI municipal tractor with a snow blower attachment; and a RapidView IBAK truck with pipeline and manhole inspection system.

"Other shows are typically in the fall, but this show is unique in that it's held in May, near the time when many municipalities, counties and state agencies end their current fiscal year, before starting a new one July 1," said C.N. Wood Sales Rep Steve Russell. "This gives those who attend a chance to see equipment and think about planning and budgeting."

Hundreds attended the one-day show, which has been held for more than 50 years and is presented by the Norfolk Bristol Middlesex Highway Association. C.N. Wood helped sponsor the event, as it does with several other shows throughout the year.

"We look forward to shows such as this because they are a good way to showcase the lines of equipment we carry that fit the public-works market," said Russell. "Plus, it's a lot of fun catching up with customers and meeting potential new ones." ■

Attendees stop by a C.N. Wood booth to pick up information about machines it had on display from manufacturers such as Volvo, Elgin and Vactor.



(L-R) Tony Pinheiro and Billy Walsh of the Canton Department of Public Works meet C.N. Wood Sales Rep Steve Russell.



(L-R) C.N. Wood Sales Rep Steve Russell catches up with William Domingos, Cory Lima, Jim Rodriguez, Gary Mazzuchelli, Nuno Jorge (in cab) and Ron Chagnon of the Swansea Highway Department.







A catered lunch was provided for show attendees.



(L-R) C.N. Wood Sales Manager Tom Fiore and Sales Reps Tim Ledogar and Steve Russell met Mass Fleet Manager Mark Partece with the Town of Brookline.



Coworkers Joe Fustolo (right) and Nancy Fisher with the Town of Stoughton talked with C.N. Wood Sales Rep Steve Russell.

Robert O'Brien (left), Director of Public Works for the Town of Walpole, stopped to see the C.N. Wood display and talk with Sales Rep Steve Russell.



Equipment on display at a C.N. Wood/Woodco booth included a Volvo wheel loader and compact excavator, a Vactor 2100 Plus sewer cleaner, an Elgin Pelican street sweeper, a Trackless Elgin MT Series VI municipal tractor with a snow blower attachment and a RapidView IBAK truck with pipeline and manhole inspection system.



C.N. Wood displayed several pieces of equipment at the NBM Show, including a Trackless MT Series VI municipal tractor with a snow blower attachment.



(L-R) Francis Conroy of Seal Coating Inc., Anna Singleton and John Batchelder with the Town of Stoughton Public Works, C.N. Wood Sales Rep Steve Russell and Todd Korchin with the Town of Westwood stopped for a photo.

Town of Wellesley Shop Foreman Nathan Pettinato (right) and Fleet Mechanic Jay Cuzzupe checked out the Trackless MT Series VI sweeper with a snow blower attachment.



Donald Podguiski, who retired from the Town of Canton Department of Public Works, stopped by the C.N. Wood display. Podguiski worked with C.N. Wood on equipment purchases during his tenure with the Town of Canton.



# REACTION TO HIGHWAY BILL

## Measure contains “good news and bad news” says Transportation Association leader



Pete Ruane,  
President and CEO,  
American Road &  
Transportation Builders  
Association (ARTBA)

*The new highway bill that Congress passed in late June was welcome news throughout the construction industry. However, it was not the long-term, significant funding measure that many believe is needed. The following article is from Pete Ruane, President and CEO of the American Road & Transportation Builders Association (ARTBA).*

In the short term, the bill will provide stability in federal funding for state and local transportation projects. The elimination of earmarks should also accelerate the speed at which federal funds impact the market for transportation improvements. That's the good news.

Although Congress finally passed a new, bipartisan, highway bill, many believe it doesn't provide the long-term stability needed to support transportation infrastructure.

The bad news is there is no new money. And even with their federal funds, we are now in a situation where 28 states have invested less in highway and bridge projects over the past 12 months than they did in prerecession 2008, even when adjusted for inflation.

We view this bill – as we believe congressional leaders do – as just “Step One,” which is making the significant program and policy reforms needed to restore public confidence in how the federal government is investing their money in transportation and mobility.

“Step Two” is coming to grips with how to fund the nation's investments in transportation infrastructure and mobility over the longer term. That tough job remains. And it will require the same bipartisan, bicameral leadership and cooperation that was ultimately demonstrated on this bill.

Our mission is crystal clear: to do everything possible to ensure that the proper level of transportation investment is viewed as a core priority as the looming, larger discussion and legislative activity begins in earnest on Capitol Hill to define the proper role of the federal government in the 21st century and how it utilizes the public's money.

We commend Senate Majority Leader Harry Reid (D-Nev.), House Speaker John Boehner (R-Ohio), Senate Environment & Public Works Committee Chair Barbara Boxer (D-Calif.), EPW Ranking Member Jim Inhofe (R-Okla.), Senate Finance Committee Chairman Max Baucus (D-Mont.), House Transportation & Infrastructure Committee Chairman John Mica (R-Fla.), and T&I Committee Ranking Member Nick J. Rahall (D-W.Va.) for their steadfast and dogged determination to get the job done. ■





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# WINNING COMBINATION

## Komatsu's PC390LC-10 provides efficiency, stability in tough applications



Brian Yureskes,  
Product Marketing  
Manager, Excavators

There are times when you need a heavy-duty machine to get the job done, but you don't want to sacrifice fuel efficiency. Komatsu's new PC390LC-10 excavator fills that role by combining the horsepower and economy of its PC360LC-10 with the more robust undercarriage of a PC450LC-8.

While the horsepower is the same as the PC360, the PC390LC-10 provides additional operating weight for better lift capacity (up to 20 percent) and improved lateral stability in applications that require long arms or heavy lifting at maximum reach. Heavy-duty boom and arm designs with thick plates of high-strength steel, along with one-piece castings in the boom foot and tip and arm tip, provide long-term durability and strong resistance to bending and torsional stress.

The PC390LC-10 has two boom mode settings: Smooth Boom mode provides easy operation for gathering blasted rock or when scraping down walls, and Power Boom, which provides increased pushing force for improved digging in applications such as ditching in hard ground.

The PC390LC-10 builds upon previous heavy-duty excavators to provide a Tier 4 Interim machine that handles tough applications while remaining fuel efficient with lower emissions.

"For many years, users in tough applications — digging in hard soils or lifting at maximum reach, for instance — have relied on our heavy-duty machines such as the PC300HD and the PC350HD models," stated Brian Yureskes, Product Marketing Manager, Excavators. "The PC390LC-10 builds upon those proven platforms and enhances them with key features that make it more productive and efficient than previous models."

Efficiency starts with the Tier 4 Interim engine, featuring an advanced electronic control system that manages airflow rate, fuel injection, combustion parameters and aftertreatment functions to optimize performance. A Komatsu Variable Geometry Turbocharger and Exhaust Gas Recirculation Valve provide more precise system function, air management and longer component life.

### Better drawbar pull

Exclusive Komatsu major hydraulic components, including pumps, motors and valves, work together to further increase efficiency. The integrated design is part of the closed center load sensing system that uses variable speed matching, which allows the engine speed to adjust based on hydraulic pump output.

"The system matches the engine and hydraulics to the load condition, providing greater efficiency because the machine is not running at maximum output for a lighter load," explained Yureskes. "We've also improved the main valve and hydraulic circuit to reduce hydraulic loss. That increases efficiency and lowers fuel consumption by up to 10 percent compared to a PC350HD-8, which the PC390LC-10 replaces."

While the PC390LC-10 engine is the same as a PC360, its bigger undercarriage has larger final drives that provide up to 13 percent more drawbar







#### Brief Specs on the Komatsu PC390LC-10

Model	Net Horsepower	Operating Weight	Bucket Capacity
PC390LC-10	257 hp	86,998-89,071 lbs.	0.89-2.91 cu. yds.

Komatsu's PC390LC-10 combines the horsepower and efficiency of a PC360 and the robust undercarriage of a PC450, providing excellent lateral stability in applications that require long arms or heavy lifting at maximum reach.

pull. Larger size-class components add reliability and longer life, and other reliability and longevity features include sealed-grease tracks and a sloped track frame that minimizes soil accumulation.

"The sloped track frame also allows for easier mud removal, and the sealed tracks mean longer life," explained Yureskes. "They are among the many features in our newer machines designed to minimize maintenance downtime and improve longevity. Also, metal ring guards on the hydraulic cylinders, face-to-face O-rings that securely seal hydraulic hose connections, and all work-equipment bushing lubrication intervals are now at 500 hours, with the exception of the arm tip and bucket linkage."

### Reduced maintenance costs

In addition to longer component life, Komatsu increased uptime with long service intervals. Using high-performance filters and oils, engine oil and filter replacement are at 500 hours, hydraulic oil filter at 1,000 hours and hydraulic oil at 5,000 hours. Engine maintenance is easier with a new work platform on the upper structure, where Komatsu also installed handrails.

"Of course, we've reduced the owner's maintenance costs with our Komatsu CARE program that's standard on all Tier 4 Interim

machines," emphasized Yureskes. "It provides complimentary scheduled maintenance performed by skilled technicians for three years or 2,000 hours, whichever comes first. Komatsu CARE is designed to reduce ownership costs, while maintaining maximum uptime."

### Met the challenge

Also complimentary is Komatsu's KOMTRAX remote machine-monitoring system that allows owners to track critical machine information, such as hours, location, maintenance notifications and machine utilization, through a secure Web site. Further information is provided on the PC390LC-10's large, high-resolution monitor panel, which alerts operators on ways to improve efficiency and lower fuel consumption using Eco Guidance.

"The monitor panel is easy to use and conveniently located in the spacious cab that's designed to maximize operator comfort," noted Yureskes, also pointing out the new, heated, air-suspension, high-back seat in the PC390LC-10. "We took the challenge of producing a machine that meets the Tier 4 Interim standards, which reduce emissions, and does so in a cost-effective way that provides added value to owners and operators who need efficiency in a more robust machine. The PC390LC-10 delivers." ■

## SPECIALTY PRODUCTS

# D65-17 WASTE-HANDLER DOZERS

## Tier 4 Interim machines help landfills move more trash at a lower cost



**Bruce Boebel,**  
Product Manager,  
Dozers

The productive and efficient features of Komatsu's D65-17 Tier 4 Interim dozers are also available in purpose-built landfill packages designed to move trash more economically than ever before. Like the construction models after which they're patterned, landfill dozers come in three models, EX (standard track), WX (wide track) and PX (low-ground-pressure track).

"We have waste-handler configurations to meet various applications," said Bruce Boebel, Product Manager, Dozers. "Common among them are features designed to reduce debris entry, making the dozers easier to clean and service, which results in increased productivity."

Such features include a belly-guard seal kit that reduces the amount of material entering the engine compartment, and a tank-guard group made of thick guarding to protect rear

tanks. Both the belly and tank guarding have easy access, which simplifies cleaning.

Quick-opening, two-piece, radiator-guard doors provide easy access to the standard wide-core radiator for cleaning. A computer-controlled fan automatically reverses to keep the radiator and oil cooler clean, allowing the operator to concentrate on productivity. The operator can manually reverse the fan if desired.

Meanwhile, the operator stays comfortable, thanks to a large, quiet, pressurized cab that provides excellent all-around visibility and standard, rearview monitoring system. A new, heated, air-ride seat offers additional comfort for increased productivity.

### Blade options

With the choice of Komatsu's patented SIGMA blade, a power-angle-tilt blade or a straight-tilt blade, waste handlers can maximize productivity by matching the blade to their particular needs. Each blade comes with a trash rack that keeps material away from the front of the dozer.

"We know that many waste-handling operations work around the clock, so we kept the cab-mounted lights and moved the hood-mounted work lights to the top of the blade cylinders. Then, we placed an additional work light on each cylinder, for better night visibility," Boebel pointed out. "These productive features, when combined with our more efficient Tier 4 Interim engines, move more trash at a lower cost. We further reduced costs by offering complimentary scheduled maintenance through our Komatsu CARE program for the first three years or 2,000 hours, whichever comes first." ■



Komatsu's D65-17 waste-handler dozers are purpose-built with added guarding for working in tough conditions such as landfills. Blade options include SIGMA, power-angle-tilt and straight-tilt to match the user's need and maximize productivity.



# D65-17

From Komatsu – The Dozer Experts



Komatsu has once again made a great machine even better. The new D65-17 increases productivity and operator comfort while lowering operating costs. All designed to improve your bottom line.

- Efficient Komatsu Tier 4 Interim engine and automatic shift transmission with lockup torque converter maximize productivity while saving fuel.
- PLUS (long life) undercarriage is standard, further reducing our already low operating costs.
- Komatsu CARE provides complimentary Tier 4 maintenance, including KDPF exchange filters. Contact your Komatsu distributor for details.

# KOMATSU®



[www.komatsuamerica.com](http://www.komatsuamerica.com)

# IMPROVED EFFICIENCY

## SmartLoader Logic means real fuel savings with new WA500-7 wheel loader



Rob Warden,  
Product Manager

Wheel loaders often require different amounts of torque throughout the course of a day. For example, they may need high torque for V-cycle loading, but minimal torque for traveling with an empty bucket. Komatsu's new WA500-7 with SmartLoader Logic automatically compensates for the difference to provide the optimal amount of torque based on the need.

"SmartLoader Logic uses data from sensors to control the engine torque," explained Product Manager Rob Warden. "It functions automatically, so the end result is fuel savings of up to 7 percent, compared to the Dash-6 model, while maintaining performance and production. Combine the fuel savings with the machine's already-high level of production, and per-yard and per-ton costs are reduced."

### Brief Specs on the Komatsu WA500-7 Wheel Loader

Model	Net Horsepower	Operating Weight	Bucket Capacity
WA500-7	353 hp	74,626-75,453	6.8-8.2 cu. yds.

SmartLoader Logic automatically provides the optimal amount of torque based on need, reducing fuel consumption, compared to its predecessor, by up to 7 percent in the new WA500-7.



SmartLoader Logic isn't the only savings feature of the Tier 4 Interim WA500-7, which provides as standard, a large-capacity torque converter. It provides better productivity in V-cycle loading applications because the increased tractive effort does not require full throttle. The large-capacity torque converter improves hill-climbing ability, allowing the loader to upshift faster and achieve higher gear ranges and travel speeds when working in load-and-carry applications. The torque converter's lockup function activates in second, third and fourth gears for a maximum travel speed of more than 23 miles per hour.

### Ergonomic cab

Komatsu enhanced operator comfort with a redesigned dashboard and cab that include lower front glass for improved forward visibility. From the cab, operators can set the bucket cutting-edge level and dump-height positioner with the push of a button. They can also set the working mode, the hydraulic, auto-reversing fan and get Eco Guidance that offers fuel-saving tips via the large, seven-inch monitor panel.

"The new operator's cab is more ergonomic for increased comfort. The machine also features a rearview monitoring system with a separate LCD monitor as standard equipment," noted Warden. "With our complimentary Komatsu CARE program, all factory-scheduled maintenance is covered for the first 2,000 hours or three years, whichever comes first. In addition, two complimentary Komatsu Diesel Particulate Filter (KDPF) exchange units are included for the first five years or 9,000 hours. These services lower owning and operating costs for customers." ■



# LOADERS

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The WA380-7 Tier 4 Interim Wheel Loader is a class leading performer with improvements in production, fuel efficiency, operator comfort and serviceability.

- Komatsu Smart Loader Logic reduces fuel consumption while maintaining production.
- Large capacity torque converter with lock-up provides 10% fuel savings.
- New 7" LCD multi-function monitor panel provides easy access machine diagnostics.
- Komatsu CARE provides complimentary Tier 4 maintenance, including Komatsu Diesel Particulate Filter exchange. Contact your Komatsu distributor for details.

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# A WELL-ROUNDED LEADER

## Rod Schrader steps into CEO/Vice Chairman role for Komatsu America

**QUESTION:** What are your responsibilities as CEO/ Vice Chairman of Komatsu America?

**ANSWER:** There are several elements that make up Komatsu America, including our construction and utility division, mining division, parts division and forestry and forklift divisions. My responsibilities include all functions that fit across those groups, as well as the nuts and bolts of our financial results. One key role I see is as a collaborator who's making sure our organization is working together for the common cause of serving our customers. Throughout the company, no matter what role they play, the thought I want at the top of everyone's mind every day is, "What are we doing today to serve our customers?"

**QUESTION:** You've held several leadership positions with Komatsu. How has that prepared you for your current role as CEO?

**ANSWER:** Very well. Each position has its own uniqueness, so having served in construction, mining and utility gives me a well-rounded background in all aspects of the company. Those perspectives are a good foundation from which to work. One common aspect of the various positions I've held includes talking with and listening to customers. I have a very good understanding of where they're coming from, what challenges they face and what will help them be more productive and profitable. We take that knowledge and use it to build better machinery that's more reliable and efficient.

**QUESTION:** What do you believe are Komatsu's strengths?

**ANSWER:** One major strength is our distributor network, which provides our customers with equipment, parts and service



Rod Schrader,  
CEO/Vice Chairman

Go online or scan this QR code using an app on your smart phone to watch a video interview with Rod Schrader.



*This is one of a series of articles based on interviews with key people at Komatsu discussing the company's commitment to its customers in the construction and mining industries — and their visions for the future.*

www.CNWood-Works.com

Walk into Rod Schrader's office and one of the first things you'll notice is a plaque that reads, "Good News is No News, Bad News is Good News, No News is Bad News." Schrader, Komatsu America's new CEO/ Vice Chairman, says the phrase is very relevant to the company's success.

"What it boils down to is listening to the customer," said Schrader, who moved into his new position April 1. "The second two lines are the most profound for me. Bad news is good, because if we know the bad, we can find the root causes and put actions into place to fix it. I encourage our employees and customers to present us with the bad news. The third line, 'No News is Bad News,' suggests we're not hearing the voice of the customer. We're either not out there listening to or communicating with them. Going to customers' workplaces to listen and see the facts, enables us to provide solutions to improve our customers' operations."

Schrader has spent a good deal of time listening to customers during his 25 years with Komatsu, the past seven as Executive Vice President/ General Manager of Komatsu America's Mining Division. He's also been a product manager, Director of Marketing, Vice President of Product Marketing and President of Komatsu Utility Corporation. He's been a member of the Komatsu America Corporate Board since July 2010.

"I've seen all sides, so to speak," said Schrader, an Illinois native. "What's common throughout is that Komatsu cares about the customer, whether it's a guy with a mini excavator digging utility lines or a large mining company with a fleet of our largest trucks. My goal is for Komatsu to be known as the best in the equipment industry when it comes to serving the customer."

Schrader and his wife, Kim, have three children (twins Hannah and Logan who are freshmen in college and Connor, who's still in high school). He enjoys golf, yard work and joggling.

*Continued . . .*

# Komatsu — innovative and always striving to improve

... continued

support from trained personnel. We believe we have the best in the business, and my goal is to continue to provide them with the support they need to grow their business, train their people and offer the tools they need to be most effective at serving customers in their markets.

Another is being an innovative leader in equipment and product support. For example, we were the first to manufacture a hybrid machine, now in its second generation,

before any other manufacturer commercially introduced its first. Our Tier 4 Interim machines have been very well-received because we not only met the standards, but did so with more productive and efficient machines. Along with that, we're the first to offer complimentary service with our Komatsu CARE program on those Tier 4 Interim machines. We were the first manufacturer to offer free machine monitoring with our KOMTRAX system. Items such as those add value that can lead to better per-yard costs, less fuel usage and more profit.

Finally, we're always striving to improve. For the past several years, we've collected a large volume of data through KOMTRAX. For the most part, we've been reactive in using it. Now, we're more proactive by taking that information and using it two ways: to help our customers identify ways to better utilize their machinery, save fuel and plan for scheduled maintenance; and for our distributors to better stock their parts inventory and contact customers to schedule services.

**QUESTION: What do the markets look like today?**

**ANSWER:** The trends continue to go up and strengthen. Mining remained fairly strong, even during the worst of the recession, and we believe that's going to continue for some time. From a construction standpoint, we saw an increase in year-over-year sales during our previous fiscal year, which indicates a recovery. We're optimistic that this year will be even better. ■



At Komatsu, customer input is one important aspect of improving products, as well as parts and service capabilities, according to CEO/Vice Chairman Rod Schrader. He encourages customers to visit Komatsu manufacturing plants and provide feedback.

Komatsu CEO/Vice Chairman Rod Schrader says products and service, such as Tier 4 Interim excavators and trucks with KOMTRAX 4.0 and Komatsu CARE, are why Komatsu is an innovative leader in productive, reliable and efficient equipment.



Helping customers understand how to better utilize their machinery is one aspect of Komatsu's support. CEO/Vice Chairman Rod Schrader says data collected through KOMTRAX offers ways to decrease fuel usage and idle time as well as use equipment in the most efficient mode for the task at hand.





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# KOMATSU CARE MAKES A DIFFERENCE

## Complimentary services convince oil-field contractor to purchase PC240LC-10 excavators

When Courtney Construction purchased four new Komatsu Tier 4 Interim PC240LC-10 excavators last year, they first demo'd one against a competitive brand. Production-wise, the two machines matched up very well, according to Senior Manager Chance Courtney.

"What tipped the scale in Komatsu's favor was the Komatsu CARE program," said Courtney, part of the two-generation family business that offers site work and trenching in oil-field construction. "We're very aggressive about our equipment maintenance. With Komatsu CARE we were assured that routine services would be done on time by our distributor's technicians. We saw it as a major cost savings."

The Komatsu CARE program offers complimentary service on all new Tier 4 Interim machine purchases and rentals for the first three years or 2,000 hours, whichever comes first. Also included are two Komatsu Diesel Particulate Filter exchanges for the first five years or 9,000 hours (parts only). A trained distributor technician performs all work, using genuine Komatsu parts and fluids.

### Distributor commitment

Courtney tracks hours and other critical machine data through Komatsu's KOMTRAX remote machine-monitoring system. So do Komatsu and his distributor, which worked with Courtney to set up services on the 54,000-pound-plus excavators that feature a digging depth of 24 feet.

"The distributor technicians came to our jobsites, and in our line of work, locations can be remote," said Courtney. "They scheduled a time convenient to us and covered the

services, including travel time to the site, with no out-of-pocket expense to our company."

The Tier 4 Interim PC240LC-10 excavators were Courtney Construction's first Komatsu purchases since its founding in 2001. "The Komatsu CARE program showed us the value Komatsu places on customer satisfaction after the sale. As we look at future purchases, Komatsu will definitely be a part of the equation." ■



Chance Courtney,  
Senior Manager  
Courtney Construction

The Komatsu CARE program, which provides complimentary service on new Komatsu Tier 4 Interim equipment purchases and rentals, ensures the machines receive all regular maintenance services for the first three years or 2,000 hours.



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# KOMATSU FINANCIAL

## The finance arm of Komatsu America consistently offers low rates and top service

If you're a contractor purchasing a piece of Komatsu equipment and you plan to finance the purchase, you basically have three choices: your bank, an independent finance company or Komatsu Financial.

"I believe we are far and away the best option for financing Komatsu equipment and I can list at least half a dozen specific reasons why," said Tim Tripas, VP Operations for Komatsu Financial. "But it really comes down to one thing. As the finance arm of Komatsu America, we have a vested interest in you continuing to choose Komatsu equipment in the future. Therefore, we're more motivated than anybody else to ensure that you have a positive financing experience."

What goes into ensuring a positive financing experience? First and foremost, low rates.

"Komatsu Financial is what's known as a 'captive' finance company," said Tripas. "We finance exclusively for Komatsu. As a result, we have a special relationship with the manufacturer and we're able to offer rates that are significantly below market. Our rates are routinely lower than the competition on the vast majority of Komatsu products, and on top of that, we often have special rates as low as zero percent on select products.

"For example, right now we're offering 'Zero for 60' (0% for 60 months) on the HB215LC-1 Hybrid hydraulic excavator for a limited time. Why? Because it's a unique machine to the North American market and Komatsu wants to give customers an incentive to try it out. Zero percent can save thousands of dollars over the life of a loan. For any Komatsu product where a special interest rate is not offered, Komatsu Financial

offers financing with extremely competitive market rates."

Because it's not financing airplanes, cars or medical devices, Komatsu Financial knows its specific job (financing Komatsu equipment) far better than anybody else. Tripas calls it the "triple play of market expertise, customer expertise and equipment expertise." With this knowledge, Komatsu Financial brings plenty to the table for Komatsu equipment purchasers, such as:

- More flexibility, both up front and through the life of the loan;
- Ability to react quickly to changes in the marketplace and to unforeseen changes in customers' situations;

*Continued . . .*



**Tim Tripas,**  
VP Operations  
Komatsu Financial

**Komatsu Financial rates are routinely lower on most products, including a current offer of zero percent for 60 months on the new HB215LC-1 Hybrid excavator.**



# Komatsu Financial — market, customer and equipment expertise

... continued

- A willingness to take more risk than other lenders;
- Superior customer service provided for the entire life of the loan;
- Streamlined credit review for most transactions;
- Limited financial disclosure requirement;
- Simple and direct documentation (no automatic, cross-collateralization agreement);
- A consistent credit review and approval process;
- Deals that are typically approved in four hours or fewer (as compared to a day or two);
- Never any prepayment penalty.

Tripas says another significant advantage of using Komatsu Financial for your Komatsu equipment purchases is that it preserves your banking line of credit for other things, such as acquisitions, that will help you grow your business.

## Financing used machines, parts and leases

Komatsu Financial not only offers financing for new Komatsu equipment, it also offers financing for Komatsu certified used machines, Komatsu used machines, parts and service performed by a Komatsu-trained technician offered through your Komatsu distributor.

"If instead of buying a new or used piece of equipment, you prefer to fix what you have by putting on a new undercarriage, rebuilding an engine, or whatever — we'll finance that for you too," said Tripas. "Just about anything you

want to buy from your Komatsu distributor, we can finance it for you."

If you prefer leasing to purchase or rental, Komatsu Financial has some of the most favorable lease programs in the equipment-finance industry, with terms from 12 to 60 months.

"I believe we're one of the few lenders in the industry that offers a standard 12-month term on a lease," said Tripas. "We're willing to custom-quote a lease to meet a customer's specific need for a unique job or application. We also offer a feature where, when your lease gets down to the final six payments, Komatsu Financial will allow you to trade it in with no pretrade penalty if you buy a new piece of Komatsu equipment and finance it through KF."

## Save the deal, help the customer

As all contractors know, there are often speed bumps on the road to building a successful business. Perhaps you experience unforeseen problems on a job, or there are weather issues, or you have difficulty collecting payment for services. Tripas says at Komatsu Financial, the mind-set is to help customers get past those bumps to the smoother road ahead.

"Komatsu distributors often take the position that they're in partnership with their customers and the only way they both succeed is by working together. At Komatsu Financial, we feel the same, so we're going to do everything we can to help them along. Our unofficial motto is, 'Save the deal, help the customer.' We are more motivated to ensure the long-term success of the customer than a third-party lender is."

Obviously, the past several years have been challenging ones for the construction industry overall, and that includes equipment manufacturers. But Komatsu and Komatsu Financial see the industry rebounding.

"In 2008, and especially 2009, the market was down," observed Tripas. "But we saw a considerable increase in volume in 2010, and 2011 continued that upward trend. Overall, we're optimistic about the industry continuing to gradually improve, and our goal at Komatsu Financial is to grow right along with it." ■

In addition to financing new, used and leased Komatsu equipment, Komatsu Financial offers financing for parts and service from Komatsu distributors.





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## NEWS & NOTES

### \$500 million in TIGER grants available

Transportation Secretary Ray LaHood announced more than \$500 million in TIGER (Transportation Investment Generating Economic Recovery) grants. The grants are available for surface transportation projects that show a significant impact on the nation, a metropolitan area or region.

Projects are evaluated on criteria, such as safety, economic competitiveness, livability and short-term job creation, to determine if they qualify. They are awarded on a competitive basis. It's the fourth round of such funding, which has provided \$2.6 billion for projects thus far, with projects in all 50 states and Puerto Rico.

The program has been popular, with the Department of Transportation receiving more

than 3,300 applications requesting more than \$95 billion.

LaHood also announced recently that nearly \$41 million will be spent on 58 projects in national parks, forests and preserves to provide safe, convenient access for visitors. It will be used to modernize aging transportation infrastructure

"Our nation's scenic parklands and protected areas are national treasures attracting millions of visitors each year," said LaHood. "It's vitally important to preserve and protect these lands for today's visitors as well as future generations by investing in safe, accessible and environmentally sustainable transportation." ■



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## THE PEOPLE INSIDE

# PAT BARRY

## New project manager helping customers get the most out of information technology

At the age of 22, Pat Barry installed a computer in an insurance company, starting a career in information technology. That was 1982, when the personal computer he sold stored information on a floppy disk.

"We've certainly come a long way since those early days," said Barry, C.N. Wood's new Information Technology Project Manager. "I doubt anyone born in the last 20 years or so even knows what a floppy disk is. Everything today is stored on CDs, flash drives or other means, such as 'clouds.' There was really no such thing as a wireless network at that time, and definitely no cell phones that could take pictures or access the Internet."

Barry points out that Internet access and GPS-based systems are driving some of the latest innovations in construction equipment. He said Komatsu is leading the way with its KOMTRAX and eParts technologies.

"Like everything technology-based, construction equipment continues to evolve," said Barry, who spent 18 years in the Boston Globe's IT department and the last five working for a demolition contractor. "The latest version of KOMTRAX (4.0) that comes with new Tier 4 Interim machines is very advanced, allowing users to tap into critical information, such as productive and idle times, maintenance hours, location, etc. It also provides guidance as to what power modes to select. Used wisely, it can be a powerful tool in fleet management that reduces costs and improves the bottom line."

Barry is working with customers to help them use all versions of KOMTRAX more effectively and take advantage of eParts, a Web-based system that allows users to place parts orders 24 hours a day, seven days a week.

"Once we set up a secure account, ordering parts is easy. Customers' machines are already in the system, along with an electronic parts manual. They can choose the serial number of the machine, find the part and order with the click of a mouse. It can be shipped to them, or they can place an order with their nearest branch and pick it up."

In addition, Barry is setting up other online forms for C.N. Wood customers and potential customers, including credit applications. "We're constantly developing ways to make our parts and service capabilities more convenient for the customer. That's what I find most enjoyable about this job."

Barry and his wife, Anne, have four grown children and are celebrating 30 years of marriage this year. ■

C.N. Wood Information Technology Project Manager Pat Barry enjoys finding ways to make C.N. Wood's parts and service capabilities more convenient for customers.





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