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the blue news

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GENIE WINS BEST EXHIBITION STAND AT HRIA CONVENTION

The annual Hire and Rental Industry Association (HRIA) convention has proven to be a glowing success. With outstanding function and the networking opportunities presented at the Exhibition, the company's commitment to the HRIA 2011 Convention in Perth was rewarded with the highest accolade; the HRIA award for Best Exhibition Stand.

While the Genie stand was not the biggest, nor the one with the most products displayed, it was nonetheless highly effective. Developed for Genie by a team of professional exhibition designers, the stand was particularly well branded and open. In short, it invited and welcomed visitation.

Genie® products on display in the exhibition hall included a scissor lift, runabout and a small boom. The larger equipment was on show at the Equipment In Action field day.

Throughout the display, the Genie branding and the Genie sales story was informative and solid. Light boxes showed a variety of Genie applications and support services; while powerful and strategic lighting ensured that the display was a focal point of the display hall.

Commenting on the HRIA award, Genie Australia General Manager Brad Lawrence said that it was satisfying to have the recognition for the display.

"The HRIA Convention is an important event for our industry and we take our commitment very seriously," Brad said.

"The HRIA Convention proved to be a very successful show for Genie. We met many of our long standing colleagues and had the opportunity to introduce ourselves to a whole group of new people too."

"All round this was a great event with all due credit to the HRIA and their team for again staging a very well managed Convention."



Michelle Grady, Allison Leo (Hire and Rental News) and Brad Lawrence

Rix Ryan Photography





*Brad Lawrence, General Manager
Genie Australia*

Welcome to another edition of the Blue News, the magazine for Genie customers throughout Australia and New Zealand.

The HRIA Convention in Perth was a tremendous success for all concerned. I would like to make special mention and congratulate the local rental companies for supporting this event. It certainly would

GENERAL MANAGER'S MESSAGE

not have been as successful without local support. It was also great to see so many of our friends at our customer appreciation night, with many dressed in the gangster theme. I would also like to congratulate our Marketing Manager, Catherine Betts, on winning Best Stand and our customers Event Power and Light and General Equipment Rentals for winning Rental Company of the Year.

With our industry well and truly back on track and growing rapidly, we are busy filling key positions in the company to assist in your business growth. We have appointed a new Technical Support / Training Manager in Perth and are looking to grow our service, spare parts and pre-delivery businesses in all states. We are committed to improving our responsiveness to customers and these positions will help us achieve this goal.

We are also highlighting a number of niche products in this issue including the Genie® Quickstock and S™-65 Trax. These models

are certainly starting to gain momentum in the industry as products which focus on a particular application and hence command a higher rental rate. If you would like to see a demonstration of these products, please contact your local territory manager.

We will soon be releasing our exciting new range of RTs will include for the first time a 40ft version. These units come standard with a front oscillating axle and a larger platform work space and capacity. The next edition of Blue News will include a feature on these new models.

In closing, I hope you enjoy reading this issue and as always if you have any questions please call me directly on 0408 884461.

*Brad Lawrence
General Manager Genie Australia*

MICHAEL SANDSTROM APPOINTED TO WA BRANCH

Experienced technical specialist Michael Sandstrom has joined the Genie branch in WA. Michael has been appointed to the position of Technical Support and Training Manager.

This is a new position for the WA branch and reflects both the growth and significance of the WA market for Genie.

“My job is to provide technical support and advice to Genie customers,” said Michael on his appointment.

“Most inquiries are received over the phone and are quickly resolved with the initial phone conversation. Coming in to this role takes a lot of the day-to-day pressure of customer support off our Training Manager, Chris Bond.”

Michael has enjoyed a lifetime of technical work in the hire and rental industry. He

began as an apprentice with Coates Hire and prior to starting with Genie had spent 11 years with Statewide Equipment Hire.

“Statewide had a decent size fleet and they were 100% Genie, so I know the product range and the brand really well.”

When Michael moved on from Statewide, he was the company’s Maintenance Manager and the company had 7 branches and a staff of more than 80 people.

“Genie is an impressive company and I’m very glad to be on board. The Company is always striving to enhance their equipment, performance standards and their training programs.”

“From a technical perspective, I find the Genie machines to be amongst the most straightforward to work on. While their technology is advanced they have managed



*Michael Sandstrom - Technical
Support / Training Manager, WA*

to retain an element of simplicity and the systems are easy to understand.”

ALFASI EXPANSION INTO NSW CONFIRMS THEIR STRENGTH

The Melbourne based Alfasi Group of companies began designing and erecting steel structures in 1980. Some of the major landmark and large scale projects in Melbourne have been delivered by Alfasi.

With success comes growth. About eight years ago, Alfasi had accumulated a small fleet of access equipment which it used on its own projects. But inbetween projects, this would sit around a storage yard and remained idle.

Fast forward to 2011 and Alfasi group not only has an access hire division boasting more than 500 units across Australia, but the company also has a crane hire division with a fleet of 14 cranes. With the entire Alfasi access fleet painted white with the red Alfasi wording strategically placed, the equipment is distinctive when placed out on hire.

Alfasi General Manager Gary Murphy says that there is an obvious link between the crane and access requirements in the construction industry.

“There is no room for product failure and in this regard Genie has a first rate record of achievement.”

“Our growth in both cranes and access equipment has come off the back of our growth and success in the construction industry,” Gary said.

“It is an industry which we have grown up with and we understand it perhaps better than most. Our hire fleet mirrors our own needs. That’s why we have developed such a successful inventory of hire equipment for the construction industry. By having both cranes and access equipment, we are able to package the total crane and access requirements for construction contractors.”

With the construction industry well covered, Alfasi’s current growth phase is being driven by their expansion into the mining and



Alfasi General Manager Gary Murphy

non-construction sectors. Earlier this year, Alfasi opened a branch in Sydney and have now opened a second office in the Hunter Valley, specifically servicing the coal mining industry.

Contributing to the expansion has been the strength of the Genie brand. While Alfasi has previously shown a preference for a competitive brand, the company has steadily converted to Genie. Today the whole electric range of scissor lifts is Genie, as is the range of boom lifts.

“We are so pleased with the Genie brand that we have just placed a big order for some larger units. We are taking many more Genie® Z™-135 boom lifts in this order.”

The two key factors that underscore the importance of the Genie brand to Alfasi are the company support of the product and the

exceptional levels of product reliability.

“We are sending Genie access equipment to all corners of Australia on contracts. There is no room for product failure and in this regard Genie has a first rate record of achievement.”

“At Alfasi we have found the Genie product to be competitively priced and they are right at the forefront with the latest technology. The Genie® S™-65 boom is an excellent case in point.”

With a young and growing fleet (average age is under four years), about 50 percent of the access fleet is Genie branded. And with utilisation levels around the 80 percent mark, Alfasi has certainly established itself as a major and more than capable player in the hire and rental industry.



Alfasi's new Sydney Branch

EVENT POWER AND LIGHT

RENTAL COMPANY OF THE YEAR 2011 – UNDER \$3M

Rix Ryan Photography



Brian and Patricia Goudie accept their award at the HRIA award night.

In the relatively short business career of Event Power and Light, taking out the HRIA 2011 award for Rental Company of the Year under \$3 million is a major highlight.

The Adelaide based company is a family owned and operated business, providing specialised equipment hire solutions to all facets of the industry, mining, corporate, emergency and private sectors. As the business name suggests, the company specialises in major events, predominantly within South Australia.

The company was established in 2006 by directors Brian and Patricia Goudie. At this time, Brian had 25 years of experience behind him in the hire and rental industry.

“I saw an opportunity to service a niche market segment and now five years on, Patricia and I, together with our exceptional staff, have been acknowledged as the best in the industry,” Brian said.

“Our business has an amazingly diverse spread of clients and events. From delivering the power and lighting at the Adelaide Oval for the AC/DC rock concert, to powering the Pope’s event at World Youth Day in Sydney, Event Power and Light has an involvement in an incredible spread of applications.”

“Every time there is a big event in Adelaide or South Australia, we are called upon as

the power and lighting expert. We have the biggest fleet of lighting towers in SA.”

In taking out the coveted HRIA 2011 award, the HRIA judges looked especially closely at the management team, staff and suppliers.

The Terex® lighting towers are easy to maintain, are well supported with parts, and they’ve never let us down.

Genie is proud to have played a supporting role in the success of Event Power and Light. The company acquired a significant number of Terex AL4000 lighting towers in 2008. These units form the core of the lighting tower fleet.

“We are in the business of delivering light and power to programs that are precise to the second. Reliable performance from our

equipment is an absolute essential with zero margin for error. The Terex lighting towers are easy to maintain, are well supported with parts and they’ve never let us down.”

Targeting a niche market segment is only part of the success formula. Like any business that prospers, Event Power and Light has strong and uncompromising values when it comes to customer service, product maintenance and a willingness to stretch their own boundaries when it comes to taking on the big projects.

Event Power and Light is a young company with a commitment to future growth and expansion.

“We have a defined plan for growth where we intend to contain our services within our existing core business capability. But we are looking to have a greater impact beyond South Australia.”

Genie congratulates Brian and Patricia Goudie and their team on their HRIA award and look forward to continuing to support Event Power and Light with their future growth.



Brian Goudie

GENERAL EQUIPMENT RENTALS

RENTAL COMPANY OF THE YEAR 2011

Congratulations to General Equipment Rentals on winning the coveted HRIA Rental Company Of The Year award for 2011.

As a long standing Genie customer, the accolade is deserving and worthy of this Melbourne based family owned and operated company.

Barry Hibbert, who started the business from a home office in 1982, said that the award is a great honour and recognition. The General Rentals team includes his daughter Jennifer, who is an integral member of the management group.

“This award has traditionally been won by the national multi-location companies. It is a great achievement for a local owner-operated business like General Equipment Rentals to win. Our commitment to exceptional service and on-time delivery were key factors in us taking out the award.”

In addition to a fleet of Genie® scissor lifts, booms and runabouts, General Equipment Rental has a big fleet of forklifts for hire. Unlike many rental companies who chase the long-term rental business, Barry Hibbert specialises in short-term on-demand and casual hire.

“Because we own and control our delivery transport, we can deliver where and when our customer requires.”

“Undoubtedly Genie has contributed to our success... there is also a lot to like about Genie,” Barry said. “The number one factor is reliability. The breakdowns are few and far between. The company doesn’t chop



Jennifer and Barry Hibbert

and change their models and as such their equipment doesn’t look old or dated.”

General Equipment Rental is also a major event hire specialist. The company has the capability to supply big fleets of forklifts and access equipment to events such as the Australian Grand Prix, Australian Open Tennis Championships, Avalon Air Show, the Motor Show, major golf tournaments and the big horse racing events surrounding the Spring Carnival.

“Our business is built on customer service and the reliability of the Genie products we hire out. While we may lose out to the cost cutters from time to time, eventually the customers come back because they value on-time delivery and product reliability, and that comes at a relatively small cost.”



Barry Hibbert

Rix Ryan Photography



Barry (second right) accepts the HRIA Rental Company Of The Year award at the gala dinner

Rix Ryan Photography



Top: Rod Leech, Skyreach, surrounded by gangster girls. Bottom: Genie VIPs love the dress up and themed activities

GANGSTERS GATHER AT GREAT GATSBY HIDEOUT

Genie Australia invited key customers and their 'business associates' to a themed function during the HRIA Convention in Perth, an event guaranteed to deliver a roaring good time.

The first bunch of Genie gangsters were transported to the secret art deco hideaway in genuine nostalgic classic cars. The remainder were hustled into buses, entering the venue down a back alley way.

On arrival there were a bevy of beautiful hostesses and hosts, perfectly dressed in 1920's clothing to match the gangster theme. Drinks flowed, the cigar bar was busy, a hustler proved almost unbeatable at the pool table... and there was a sketch artist, illusionist playing card tricks, a pianist playing and lots more.

With over 150 customers embracing the spirit of the gangster theme, the night was a wonderful event with everyone very much enjoying themselves. To all of the participants who 'dressed to kill' – thank you. We look forward to seeing you at next year's event during HRIA in May on the Gold Coast.



Top: Blue Water venue + illusionist + snooker + hot rod ... = one great gangster night! Bottom: VIPs enjoyed caricatures, hot rods and snooker

GANGSTER IN THE AIR



Rod and Ally Leech, Skyreach ...Rod, Ally and daughters after their joy flight.



Glen and Ingrid Panomarenko ... enjoying their prize

Embracing the gangster theme and going to the extra effort to dress for the occasion paid handsome dividends for two gangster couples at the Genie theme party.

For Rod and Ally Leech of Skyreach in Queensland, the cigar, machine gun and pin stripe suit worn by Rod, was perfectly complimented with Ally's 1920's style flapper outfit.

Not to be outdone, Glen and Ingrid Panomarenko from Coates Hire in WA cut a stylish look in their gangster get up. Glen achieved the perfect sharp look of a gangster while Ingrid with her hat and choker was a stylish companion.

For their efforts, all four won a scenic flight in a light aircraft across the southern suburbs of Perth and then over to Rottnest Island.

MANLIFT WINS GENIE SCOOTER

Kate Matthews the hire controller at Manlift Hire in Melbourne, is the lucky winner of the custom built Genie Scooter, the GS-212, as displayed on the Genie stand at the HRIA Convention in Perth.

Kate travelled to the HRIA Convention in Perth with her brother Jeff. "We went to Perth to look at new machinery and network within the hire and rental industry," Kate said. "We stock and hire quite a number of Genie®



Kate Matthews with David Greene (Genie)

products, mostly scissor lifts and smaller booms."

While at the HRIA indoor exhibition, Kate and Jeff found themselves on the Genie stand and one of the Genie staff encouraged Kate to drop her business card into the entry box.

"It turned out to be quite an event all round for us. Not only did we win the Genie Scooter, but we also ordered a Genie® GR™-20 at the field day and of course caught up with many of our friends and associates in the industry."



The Genie scooter is based on a Razor® scooter. The Scooters "tongue in cheek" naming emulates the Genie products, GS (Genie Scooter), 212 (2 foot high and travels 12 miles per hour). David Terrell, Workshop Supervisor and skilled service technician at Genie in WA, completely stripped the Razor down to its last nut and bolt. Then, with amazing patience and attention to detail, he custom built the Genie Scooter GS-212.



The GS™-5390 RT Scissor Lift



An aerial perspective of Genie equipment in action

FIELD DAY WRAPS UP CONVENTION

After displaying product during the trade exhibition, attending presentations, seminars and workshops at the Perth Convention Centre, the HRIA Convention moves outdoors for the Equipment in Action Day at McCallum Park, on the banks of the beautiful Swan River. This was a great opportunity to demonstrate the capabilities of the Genie® equipment.

On site was a large display of Genie access equipment and delegates were invited to evaluate the equipment in real time operation in the park.

The equipment on display included:

S™-65 TRAX which features an innovative fixed, four-point track system that allows contractors to work any time of the year, enhancing traction for travel in many types of difficult terrain.

[Download specs here](#)

GS™-5390 RT scissor lifts are tough, construction-oriented four-wheel drive machines with positive traction control – ideal for increasing productivity in demanding outdoor worksites. Competitive lift speed and large platforms increase efficiency with the handling and capacity to get to the jobsite and finish working faster.

[Download specs here](#)

TZ™-34/20 features outstanding operating envelope, and exclusive Genie® Automatic Levelling System™ for self-levelling on any terrain, resulting in a faster setup that gets the job started – and finished – quicker.

The larger equipment was put through its paces on the demonstration track with many delegates enjoying a ride on the S™-65 TRAX as it was manoeuvred by one of Genie's skilled service technicians.

[Download specs here](#)

This proved to be a superb finale to another successful HRIA Convention.



Runabout™ (GR™)



QuickStock™ (QS™)



Runabout™ Contractor (GRC™)

GENIE® SELF-PROPELLED VERTICAL MASTS

The Genie® self-propelled vertical masts are compact machines that are easy to use and cost-effective, making them the first choice for a wide range of applications. Their lightweight construction makes them easy to manoeuvre, use and transport, delivering increased uptime. All models have user-friendly platform controls. Hinged covers allow easy access to major components for convenient servicing. Use this quick reference guide to help you choose the right model for the job.

[Download specs here](#)

	Genie® QuickStock™		Genie® Runabout		Range™
	QS™ -15W	QS™ -20W	GR™ -15	GR™ -20	GRC™ -12
Typical applications	Warehousing		Maintenance		Work Contract
*2-2-5-year warranty	✓	✓	✓	✓	✓
Full elevation drive	✓	✓	✓	✓	✓
Dual entry feature	✓	✓			
Extension deck			✓	✓	✓
Enclosed steel hydraulic mast					✓
Work station tray	✓	✓	✓		✓
MEASUREMENTS					
Working height	6.50 m	8.00 m	6.50 m	8.00 m	5.70 m
Platform height	4.5 m	6.00 m	4.50 m	6.00 m	3.70 m
Length – stowed	1.35 m	1.35 m	1.35 m	1.35 m	1.37 m
Width	0.75 m	0.80 m	0.75 m	0.80 m	0.80 m
Ground clearance	6.4 cm	6.4 cm	6.4 cm	6.4 cm	6.4 cm
PRODUCTIVITY					
Lift capacity	227 kg	159 kg	227 kg	159 kg	227 kg
Turning radius – inside	0 cm	0 cm	0 cm	0 cm	0 cm
Max. occupancy (indoors only)	1	1	1	1	2
WEIGHT					
Standard weight	995 kg	1122 kg	1021 kg	1144 kg	998 kg

*2 year hydraulic, 2 year electrical, 5 year structural

GENIE GREEN PROGRAM

For more than 40 years, Genie has continually set benchmarks in the aerial lift industry. These have been manifested in a number of new product innovations, quality production processes and of course, strong customer relationships.

Now, more than ever before, the aerial industry in particular is under scrutiny to deliver low emissions and minimal impact on the environment. Whether building a new structure or undertaking routine maintenance, clients are routinely asking about the environmental impact of Genie® equipment.

Be assured that Genie takes its environmental responsibilities seriously. In design, manufacture and in the field, Genie is climate focussed and committed. It's a never ending process of learning and adapting to change with the fundamental goal of continuous improvement to make the products that customers want.

Genie's Green program is based on four pillars, each making a contribution towards reduced environmental impact emissions.

Lower Weights

Moving weight consumes energy. Lowering overall unit weights with fewer parts per unit can lead to a reduction in emissions.

89% of the steel used in the manufacture of Genie products derived from recycled sources

Serviceability and Maintenance

Genie units are designed for longer operating life to ensure that replacement intervals are longer. To extend operating life, parts are made for easier replacement.

Emissions

To lower emissions on your work site, there are a range of zero and low emissions Genie products. There are battery powered options; Hybrid and Dual fuel. All Genie models with diesel engines meet or exceed the relevant standards and 82% of diesel powered equipment is bio-diesel compatible.

Genie 360 Service

Modern manufacturers like Genie embrace the 'cradle-to-the-grave' responsibility. Machines are designed with a view of delivering a long service life, but at the same time engineers are conscious that the product can be recycled at the end of its life. Genie products are designed with reconditioning and refurbishment in mind.



PRODUCT TECHNOLOGY

ZERO EMISSIONS

- AWP
- Scissors
- Booms

COMPLIANT DIESEL - POWERED

- Scissors
- Booms
- Telehandlers

SEND US YOUR PIC

If you have a quality, high resolution photo of your company's Genie® equipment working in the field, we may feature it in a future Blue News issue. Please send a copy of your photo to jane.valmadre@terex.com



Year Round Rough Terrain A Breeze With Genie® Trax

The Genie® S™-65 Trax has been received with gusto in the Australian market. The fixed, four point track system allows operators to move in almost any ground conditions, at any time of year.... mud, sand, gravel, wet, dry or rough terrain...the S™-65 TRAX handles the lot with ease.

The Genie S™-65 TRAX with four steel reinforced rubber tracks steers like a conventional wheeled boom lift. This allows for easy control by the operator while manoeuvring close to walls and foundations.

Each track flexes 23° up and down to accommodate the contour of the landscape. With a ground contact pressure of 66.9 kPa,

(9.7 psi), the four point track system leaves a minimal impression on sensitive surfaces. The four-point track system works in conjunction with Genie's active oscillation axle system, which senses the terrain and adjusts the axle position based on ground conditions. The positive traction drive system maintains equal power to all tracks to maximise climbing ability in tough ground conditions. And of course this aides loading and unloading from a trailer.

This is a significant advantage compared to lifts with two tracks, which can break in the middle and tend to produce a rough ride

when traveling over uneven ground and hills, or even when loading onto trucks.

The four-point track system also features an easy-grease tensioning system for fast, reliable track adjustment. And, to limit the amount of debris build up during operation, V-shaped, self cleaning pads are incorporated into the track design.

The Genie S™-65 TRAX model provides a 227 kg lift capacity at the maximum horizontal outreach of 17.1m to a working height of 21.86m.

[Download specs here](#)



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