NEXT

SOLUTIONS

Bringing together industry news from JCB target market sectors including waste & recycling, ports and builders merchants



JCB INDUSTRY

WELCOME TO SOLUTIONS. THIS NEW COMMUNICATION REPLACES TELETRUK ACTION AND RESOURCES MAGAZINE AND AIMS TO OUTLINE OUR APPROACH AS A BUSINESS TO INDUSTRY

We have already begun to embrace the opportunity that industry provides to us for the Teletruk, as well as the wider range of JCB machines. Our core focus is on three sectors; waste & recycling, ports and bulk handling and builders merchants and we will also continue our work to promote JCB into a variety of other sectors such as garden centres, utilities and manufacturing.
We have spent a lot of time getting to know the three core sectors, the key requirements of their customers and how best to engage with each industry. 'Solutions' is designed to share this knowledge and inspire you to look at these sectors in your region. It's also a two- way communication. We can learn from you too, so please share your successes with us so that we can highlight them in future editions.



Nicola Bagworth General Manager, JCB Industry

FORK LIFT TRUCK ASSOCIATION

AWARD WINNER!

A huge THANK YOU to everyone who voted for us in the Fork Lift Truck Association Awards for Excellence 2016.
We're delighted to announce that the new JCB 35D 4x4 Wastemaster Plus Teletruk won the award in the safety category.

The FLTA said, 'Safety remains at the top of the FLTA's agenda and JCB is an excellent example of how manufacturers are taking strides to make their products safer and help reduce accidents and injuries'.



ROUND-UP 2016

CARS 13 - 14 JULY

JCB Industrial was once again the main sponsor of the Complete Auto Recycling and Secondary Materials (CARS) trade show which took place at the famous Donington racing circuit in Derbyshire. The only event of its kind, it is Europe's premier show for auto recyclers and material processors and attracted over 1,200 attendees from across the globe in 2016.

As well as static displays there were working demonstrations, off-site tours as well as a Skills Lab (where delegates receive hands on, practical guidance on subjects such as de-pollution of aircon units or handling batteries) and presentations in the Conference Theatre – all included within the FREE ticket.

The Teletruk has enjoyed success in ELV (end of life vehicle) sector and the show continues to generate a lot of interest in the JCB Teletruk. We are following up on a number of of quality leads.





FOUR OAKS 6 - 7 SEPTEMBER

Four Oaks is a commercial horticultural show that takes place on a 23 acre nursery site in Cheshire, UK and attracts exhibitors from across Europe. The visitor profile includes commercial growers / grower retailers, garden centres, multiple retailers, farm shops, landscapers & architects, garden designers, local authorities and florists. Many of these are sectors that require handling machines and JCB Industrial has therefore had a presence at the show for the last 8 or 9 years.

This year the outdoor display of JCB machines included a JCB Teletruk with a bagezee attachment, micro and mini excavators and a 520-40 Loadall. The stand proved to be busy over the whole of the 2-day event and leads are again being followed up.

The last decade has brought a steady growth to the horticultural and nursery sectors and the Teletruk has provided a perfect solution for many businesses. Is this a sector that you should be considering in your local market?



ROUND-UP 2016

BMF MEMBERS DAY 20 - 21 SEPTEMBER

Our work continues with the Builders Merchant Federation (BMF) and we recently attended the national members' day conference at Jurys Inn Hinckley Island Hotel in Leicestershire. A full programme of business sp[illegible]s was combined with leisure activities and an awards dinner. JCB Industrial set up a driving challenge with the JCB Teletruk which was thoroughly enjoyed by the delegates, whilst also displaying a machine outside the venue and a small exhibition stand at the conference. The JCB Teletruk is becoming synonymous with fork lift trucks in the merchant sector thanks to the hard work of the team.





58TH UFEMAT CONGRESS 29 SEPT - IST OCT

The annual congress of the European Association of National Builders Merchants Associations and Building Material Manufacturers (UFEMAT) was recently held in Berlin. Simon Cubitt from the JCB Industrial team attended the event to make a presentation to the 200 delegates, who came from across Europe. Attendees included senior managers from national and international building materials companies including St Gobain, Wienerburger, Mapei, to name a few. The beauty of UFEMAT is the membership of building materials associations from individual European countries offering an efficient way for JCB to improve awareness to these organisations as well as key players in the sector.

A tour of two large regional building industry suppliers took place during the event; both of which presented good opportunities for the JCB Teletruk. Follow-up activities with these businesses are being organised along with the local dealers and we look forward to reporting successes with you in future editions of Solutions.



The UFEMAT congress took place in the days leading up to annual reunification celebrations in Berlin. A new 30D 4x4 Teletruk was spotted close to the Brandenburg Gate working on preparations for celebrations. This proved to be a major stroke of luck and a huge talking point for delegates.

WORKING WITH THE FIRE SERVICE

Staffordshire Fire and Rescue Service
preventing • protecting • responding

Back in 2015 JCB sold its first Teletruk in to Staffordshire Fire Services. The machine was originally purchased as a training aid thanks to its forward reach capabilities which helped the trainers to create realistic road traffic accident scenarios.



Having successfully used the machine for this purpose, a couple of the fire service operatives spotted potential for the machine to be used in fire support. In a typical warehouse/factory fire it takes less than a day to put out a fire, but then three further days or more to fully extinguish the smouldering embers and rescue any goods/stock. This can involve up to 40 firefighters; a huge resource.

Using the Teletruk, fitted with a bucket and top claw, the fire embers can be turned much quicker and hosed down by fewer crew. The machine has now attended a number of fires where it has helped to save on manpower, safety and cost. One operation in Wolstanton, Staffs involved a chemical warehouse fire. Using the Teletruk at the scene it took 36 hours in total to completely extinguish the fire. Using the machine not only saved the force an impressive £25,000 on manpower and equipment, but more importantly, offered a safer working procedure reducing exposure to chemical substances. The ROPS/FOPS cab with screen guard was singled out as a huge safety feature for personnel operating in a building with a risk of falling objects.

£25,608 SAVED IN 36 HOURS





AWARD FOR SAFETY 2016
Fork Lift Truck Association
Winner

Staffordshire Fire and Rescue Service
preventing • protecting • responding

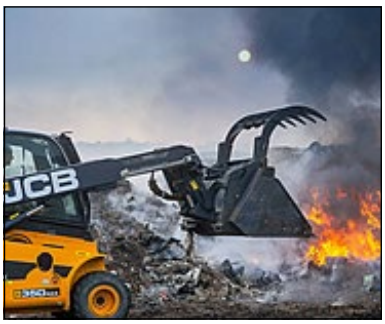
WORKING WITH THE FIRE SERVICE

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A further fire at a waste site in Cannock was also recently tackled by the Teletruk. The local authorities continue to monitor air quality but quick deployment of the machine meant the fire was managed quickly and efficiently.







To capitalise on the good work the JCB Industrial Division recently sponsored the MORE awards for the Staffs Fire Service. These recognise the work of personnel going above and beyond the call of duty. Attended by a representative from the Home Office based in London, this has since led to a specific presentation by the team to the Home Office which was well received and will support JCB's efforts to target further Fire Services.

We will update you on further progress. If you 'd like any more information on this opportunity and how to approach the fire services in your regions, please do not hesitate to contact darren.brookes@jcb.com



Now available: New Fire Service video

TELETRUK CONTINUES TO FIND SUCCESS IN MINING APPLICATIONS

RIO TINTO GOLD MINE, MONGOLIA

Via our dealer in Mongolia - UL EQUIPMENT and with the support of our regional team earlier this year we secured orders for a package of JCB's including the 2 x high specification 35D 4x4 Teletruks fitted with heavy duty body kits and special hard wearing MDT traction tyres. It's not the first time that the Teletruk has been used in mining and tunneling operations, the compact and high capacity Teletscopic design combined with ROPS/FOPS and fail safe brakes makes the Teletruk ideal for these arduous environments whilst providing unrivalled flexibility and safety where it is really needed.

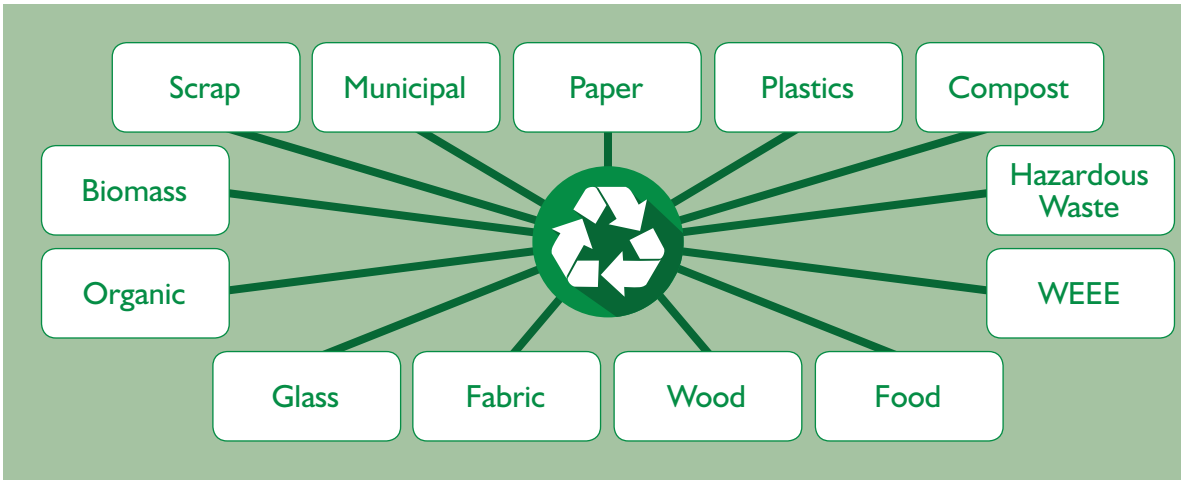
The Oyu Tolgoi mine is a combined open pit and underground mining project in Khanbogd sum within the south Gobi Desert, approximately 235 kilometres (146 mi) east of the Ömnögovi Province capital Dalanzadgad. The site was discovered in 2001 and is being developed as a joint venture between Turquoise Hill Resources (a majority owned subsidiary of Rio Tinto) with 66% ownership and the Government of Mongolia with 34%. The mine began construction as of 2010 and shipped its first batch of copper 5,800 tons in 2013

The Oyu Tolgoi mining project is the largest financial undertaking in Mongolia's history and is expected upon completion to produce 450,000 tonnes (500,000 short tons) of copper annually. Financing for the project has come in part from the Rio Tinto Group and an investment agreement between Ivanhoe Mines and the government of Mongolia.

WASTE & RECYCLING SECTOR

- 7-10 billion tonnes of solid waste is generated per year from households, commerce, industry & construction
- Worldwide quantities are increasing
- Lower income cities in Africa & Asia will double municipal waste output in 15 - 20 years





WHAT A CUSTOMER IS LOOKING FOR

Safety: Visibility, Operator and machine protection, Cab/air filtration, Machine stability.

Service: Machine uptime. Service response times, Parts availability.

Value: Total cost of ownership, Fixed cost per hour, Strong residual value, Finance packages.

Speed: Cycle time, Productivity.

Specification: Strength, Reliability.

KEY CUSTOMER VALUES

- Additional operator protection
- Additional machine protection
- Air conditioning
- Reversing cameras
- Wide core radiators
- Air filtration
- Reversing fan

WASTE & RECYCLING MACHINES

- Wastemaster Wheeled Loading Shovels
- Wastemaster Telescopic Handlers
- Wastemaster wheeled excavators
- Materials Handlers
- Tracked Excavators (JS160/220)
- Wastemaster Teletruks
- 5CX Wastemaster
- Skid Steer Loaders

NEW SALES MANAGER FOR WASTE & RECYCLING DIVISION

We are pleased to announce the appointment of David Banks to this role within UK Sales. David was previously working within the BHL Division and had specific responsibility for the 5CX Wastemaster. Prior to joining JCB David worked in equipment sales in the waste & recycling sector and has developed a thorough understanding of the processes and customer challenges. David is looking forward to helping you to maximise sales of waste & recycling machines and is on hand to support you with product enquiries, visits to the factory and customer visits. David is also working closely with the Social Media team to deliver timely news on the company's social media platforms; an increasingly critical area of the company's marketing strategy.

If you have any newsworthy stories that we can share on our social platforms then please send them to emma.thorley@jcb.com



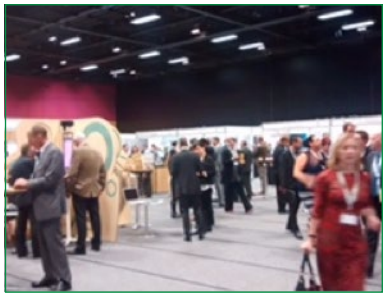
ZERO WASTE SCOTLAND OCT 4TH – 6TH EICC, EDINBURGH

JCB was headline sponsor at the Scottish Resources Awards earlier this month. The event was run in conjunction with the Chartered Institute of Waste Management (CIWM) and included a conference on the Circular Economy in Scotland. Over the two day event guests attended a number of seminars focused on resource management whilst a concurrent exhibition attracted between 500 and 600 visitors. Many of Scotland's biggest businesses in the sector attended the event.

The awards ceremony showcased the biggest contributions made by individuals, as voted for by their peers, in delivering sustainable solutions in Waste & Recycling. David Banks delivered the opening statement at the beginning of the awards propelling JCB's wastemaster solutions firmly into the spotlight.

The aim of the CIWM, Zero Waste Scotland and the Waste & Recycling Sector in Scotland is to achieve a cleaner, brighter, and more circular environment for all and JCB is keen to facilitate with the largest range of specific waste machines available.





WASTE & RECYCLING TRAINING IN TURKEY

SIF Otomotiv is JCB's hugely successful dealer in Turkey. With a population of 78 million and waste production totalling 29 million tonnes PER YEAR, the Turkish government embarked on a waste investment programme back in 2010 which is likely to continue until 2023 – with some £2-3bn expenditure per year.

The aim is to deliver better public health, cleaner environment, recover valuable resources from waste and create sustainable employment. Currently 50% of waste is destined for landfill but new processes and equipment and procurement projects are starting to materialise.

SIF, in anticipation of the diversion of landfill to recycling, requested a training session delivered by David Banks which focused on the different handling requirements and broader knowledge of how the sector works. As well as training on the full range of Wastemaster machines, sector specific training on commodity pricing, regulation and operational procedures was delivered to ensure dealers have the broadest knowledge possible gaining them credibility with customers.

The 5CX Wastemaster is expected to be the backbone of sales into the waste and recycling market in Turkey because the concept is already successful and it can provide the materials handling capability required in the early stages of the sector's growth.

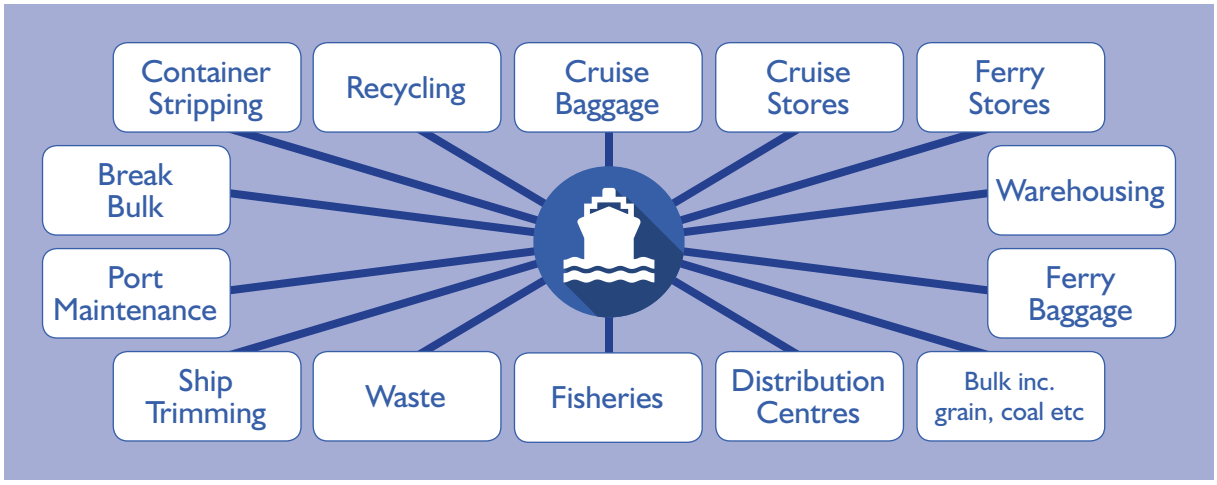
IFAT Eurasia takes place in Istanbul in February 2017. As the world's largest recycling exhibition the team from SIF Otomotiv will be well prepared to respond to the demands of customers at the show as well as the wider waste initiative in Turkey.



PORTS & BULK HANDLING SECTOR

- 23million passengers were carried by Cruise Ships worldwide (2015)
- Shipping was worth US $380 billion to the global economy
- Worldwide 10,000 liner ships loaded/unloaded per week
- EU Maritime ports handled 3,739 million tonnes of goods in 2012





WHAT A CUSTOMER IS LOOKING FOR

Speed: 24/7 operation, fast paced environment.

Safety: Fire hazards, flammable/hazardous.

Cost: Time penalties, contamination risk, Health & safety issues.

Site Conditions: Limited operational space, pedestrian awareness, vehicle congestion.

KEY CUSTOMER VALUES

- No DPF
- Ground level lifting eyes
- Epoxy coated components
- Negative lift
- Excellent all round visibility
- Side and rear facing cameras
- Wide core radiators
- Extra cab filtration

PORTS & BULK HANDLING MACHINES

- Wheeled Loading Shovels
- Teletruks
- Wheeled Excavators
- Skid Steer Loaders
- Telescopic Handlers
- Materials Handlers

GHANA PORTS AND HARBOURS AUTHORITY (GPHA)

Our major success story in the Ports sector has come from a small West African country. The story of how Tema Harbour, Ghana, came to embrace the JCB Teletruk is an interesting one and starts as far back as 1999. The Operations Director of GPHA saw the machine at the CeMAT show and knew its unique abilities would lend themselves perfectly to port applications. By 2002 JCB, our dealer in Africa, Paterson Simons and the customer had worked together to develop the specifications for the port and deliver the first machine.

The Teletruk proved itself to be the perfect option for container unstuffing as well as handling loose and bulk materials and, according the GPHA, who today operate over 60 machines in Tema and Takoradi harbours, ***'it makes a direct impact on saving life and limb with its fantastic clear forward vision'***. The customer placed a further order for 20 x JCB Teletruk 35D in 2015 because there is no other machine that meets their needs so closely. Stephen Owiah, Port Mechanical Engineer, concludes that it would be difficult for GPHA to depart from the use of the machines now or in the future ***'the machines have low maintenance and low maintenance costs. The productivity of the Teletruk is unmatched by any other forklift in that capacity'***.



SIFAX PORTS SERVICES, NIGERIA

One good thing can often lead to another and the sale of JCB Teletruks in Ghana has directly influenced new business in Nigeria.

Sifax is a 100% Nigerian owned port services company operating out of Apapa Harbour, Lagos. John Jenkins, MD of the business, had previously experienced the JCB Teletruk at GPHA and recognised how well suited they would be to Sifaxs' operations. JCB's African dealer, Paterson Simons, at that time didn't represent JCB in Nigeria, but worked hard to agree a special arrangement with JCB to supply some machines and has subsequently secured the full agency for JCB Teletruks.

The four machines now work daily unloading and loading flat-bed trailers from one side, saving time and space, as well as working in the warehouse and at the quay-side where they are very popular with operators.



PEEL PORTS TAKE 5 JCB 225 SKID STEER LOADERS

Gunn JCB customer, Briggs Equipment UK, is one of the major players in the equipment rental sector; working with household name brands to supply and maintain plant and mobile equipment. The Staffordshire based business recently won a 7-year contract to supply materials handling equipment to Peel Ports, one of the UK's largest port operators, across multiple locations including Sheerness, Liverpool, Heysham, Manchester Ship Canal, Dublin and Clydeport.

Briggs Equipment prides itself on supplying the most technologically advanced equipment on its contracts and has a supply agreement with Gunn JCB for a range of machines. To fulfil the Peel Ports contract five JCB 225 skid setter loaders have been purchased to work at the docks in Liverpool at two major operations. Two of the machines are working at the £100m Biomass terminal which was built in 2015 and handles imported wood pellets from North America as part of a huge decarbonisation project. At the Bootle Docks in Liverpool the other three machines are working at an animal feed station and work in conjunction with a JCB 427 and 437 stockpiling the feed for a large clamshell to lift and unload. The skid steers clean round the edges of the ship storage areas where the larger machines cannot reach.

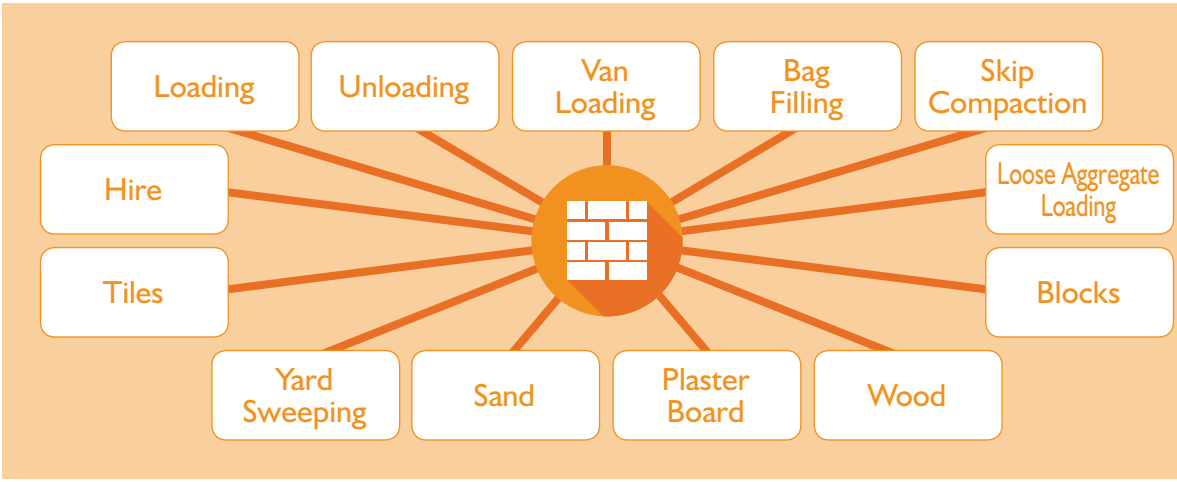
Briggs Equipment specify the JCB skid steer because of its unique safety features. In particular the single arm configuration that allows safe entry into the machine.



BUILDERS MERCHANTS SECTOR

- Volume of construction output will grow by more than 70% to $15 trillion worldwide by 2025
- China, India and U.S. will account for almost 60% of all global growth
- Construction activity directly impacts builders merchants
- Construction market in Western Europe will be almost 5% smaller by 2025 than 2007





WHAT A CUSTOMER IS LOOKING FOR

Cost: Total cost of ownership.

Site Conditions: Limited space, variety of materials, ground conditions, all year round.

Safety: Operator & Customer safety.

KEY CUSTOMER VALUES

- 4x4
- Single Arm on TLT for Visibility
- Rops/Fops
- Compact Machines

BUILDERS MERCHANTS MACHINES

- MerchantMaster Teletruks
- Compact Excavators
- 3CX Compact Tool Carrier
- Wheeled Loading Shovels
- Telescopic Handlers
- Generators

60 NOT OUT FOR LAWSONS

We're delighted to report that independent builders merchant, Lawsons, has taken delivery of their 60th JCB Teletruk. The family owned firm is headquartered in London and has 17 branches throughout the South East. They have been buying the JCB Teletruk since 2002 because it reduces overheads, saves time and space, improves site safety – a package of cost savings that Lawsons benefits from every working day.



CT BAKER TAKE 5 FOR 5

East Anglian based builders merchant, CT Baker, has taken delivery of five JCB Merchant Master Teletruks, one for each of their five branches. The Teletruks replace an outgoing fleet of masted fork lift trucks.

The Merchant Master model was designed and built specifically for the builders' merchant sector in conjunction with the Builders Merchant Federation. Carrying the BMF logo the dedicated model features a single carriage pin, a flashing beacon, a greasing kit and a reversing alarm as standard, while the two-wheel drive machines also come with a hydraulic flow divider as standard.



INDEPENDENT MERCHANT ASSOCIATION IS THE NEXT TARGET

Building on the success and value of joining relevant associations JCB Industrial is in the throes of becoming a member of the National Merchant Buying Society (NMBS) which is a centralised buying society for all the independent merchants based in the UK. It has over 1000 members with over 3100 branches with over £1.4 billion buying power.

We are currently organising a launch event with the NMBS as well as a new members event. Once we are a certified member we will have access to the NMBS database and will start a programme of mailing campaigns. In 2017 we are planning on taking a stand at the NMBS Industry exhibition.

NMBS
STRENGTHENING INDEPENDENTS