WINTER 2016

INSIDE WATLING



FANTASTIC FINANCE OFFERS

- 40 YEARS OF DEDICATED SERVICE
- KEEPING IT IN THE FAMILY
- NEW! RENTAL GENERATORS
- COMPACT BACKHOES PROVE POPULAR

JCB

WATLING JCB

INSIDE WATLING



WELCOME

Welcome to the winter edition of Inside Watling 2016. This has been a particularly busy year for us in our 40th year of business. I am pleased to say the UK Construction sector has maintained its momentum since June's Brexit vote and it has been business as normal, for us and you.

Of course we then lived and breathed the US election, but the best companies simply got on with what they do best. There are many positive signs for the construction sector; further enhanced by the Autumn Statement from The Chancellor:

- £2.3bn housing infrastructure fund to help provide 100,000 new homes
- £1.4bn to deliver 40,000 extra affordable homes
- £23bn to be spent on innovation and infrastructure over five years
- £1.1bn extra investment in English local transport networks
- £220m to reduce traffic pinch points
- £110m for East West Rail and commitment to deliver Oxford to Cambridge Expressway

I'd like to take this time to thank you very much for your business this year and to wish you a very Happy Christmas and New Year.

Richard Telfer MC
Managing Director

RECORD BREAKING DEAL IN 2016

Plant hirer Ardent Hire Solutions has placed a record-breaking deal with Watling JCB for 700 JCB Loadall telescopic handlers and a smaller number of rough terrain forklift trucks as it ramps up its fleet with the most technologically advanced machines on the market.

Ardent Hire Solutions was formed last year from the merger of Fork Rent and One Call Hire and operates from 12 depots nationwide and provides over 5,000 units for rent. The deal is the biggest in the world this year for JCB Loadalls and includes a large number of the flagship JCB 540-200 models giving it the largest fleet of machines capable of lifting to 20 metres with all-terrain capability, offering a highly efficient alternative to a mobile crane.



Richard Telfer, Managing Director Watling JCB and Tom Gleeson, Group Commercial Director, Ardent Hire Solutions

40 YEARS OF DEDICATED SERVICE

One person who has been present throughout the history of the dealership is Mark Ferris, our Group Parts Manager based in Peterborough. Starting at the tender age of 16 as a parts man working for Watson JCB Peterborough (as we were then known) and then in various parts roles for TCH JCB and Rayner JCB (who both ran the Leicester-based business for a while) before the dealer finally became known as Watling JCB in 2003 and started an ambitious programme of expansion.

This year Mark celebrates his 40th year of working for the business. Over the last four decades he has provided continuity for customers and is a dedicated and knowledgeable member of the team. In recognition of this outstanding length of service Mark enjoyed a VIP visit to the JCB HQ encompassing a tour of The Story of JCB and lunch and enjoyed an evening meal with the Watling JCB Management Team.





WATLING JCB'S ADAM WINS JCB APPRENTICE OF THE YEAR

Huge congratulations to Adam Burman, one of our highly valued service engineers, who was recently announced as JCB Apprentice of the Year. This follows hot on the heels of being 'highly commended' at the CPA 'Stars of the Future' awards. Adam was originally employed by Watling on 28 May 2012 as a depot maintenance engineer looking after the general maintenance of the depot and its grounds. Keen to progress into a career as a service engineer Adam had the tenacity to approach Watling JCB Service Manager, Sam Cocks, to request a place on the apprenticeship scheme. This well-deserved award is great recognition of Adam's hard work throughout the 3-year scheme and his subsequent employment as a service engineer. Well done Adam.



Adam is pictured receiving his certificate at the Vertikal Days at Haydock Park.

TWO DECADES AND COUNTING

Congrats to Richard Mooney on achieving **20 years of service in September.** Here's to the next 20!



WYMONDHAM OPEN DAY

To mark 40 years in business Watling JCB held a customer event in the Wymondham depot in September. We were delighted with the turnout with in excess of 300 customers visiting despite the persistent rain.

We displayed the full range of JCB machines, including the new JCB Hydradig, whilst the demonstration team from JCB put on a number of Dancing Diggers performances to the delight of the crowds.

Customers and their families were fed and watered during the day and offered the chance to enter into a competition to guess the number of balloons in a Loadall cab. The prize was won by Liam Lambert of LL Construction who took home a JCB jacket and a scale model.

Every customer that registered for the event was automatically entered into a prize draw to win a VIP trip the JCB factory. Simon Franklin of Shred Station turned out to be the lucky winner and we are currently planning his trip which will include a visit to the excellent Story of JCB interactive museum.

Orders for 4 machines were taken on the day and we have been busy fulfilling demonstration requests and following up enquiries.

All in all this was a successful event. Thanks to all those that were able to attend.



















EARLY SUCCESS FOR THE JCB HYDRADIG

A FIRST FOR SMITH CONSTRUCTION

Watling JCB's first Hydradig customer is Smith Construction of Milton Keynes. The company was looking for a replacement for an existing wheeled excavator to complete a kerbing job in Milton Keynes and chose the innovative JCB 10 tonne machine thanks to its visibility, stability, manoeuvrability and safety.

In fact, so convinced it was the right machine for installing 3 miles of kerb stones on the Milton Keynes western extension, they bought one before the official launch. As it turns out Smith Construction is now the proud owner of the JCB Hydradig used in the filming of Jeremy Clarkson's new TV show, The Grand Tour. Ian Smith is MD;

"Attending the official launch of the machine confirmed I had made the right purchase decision and I'm even happier with its performance out on site. It does everything it says on the tin, so to speak. A great machine and, as it turns out; it's also a TV star."



FIRST IN NORFOLK

Norfolk-based GB Digger Hire became the first customer in Norfolk to take delivery of the new JCB Hydradig. The machine arrived at the customer's premises on 1st July, where it was kitted out in the familiar Union Jack livery that be-decks all GB Diggers machines, before going out on hire the very next day. The machine was supplied with an operator for a contract to lay electricity cables. It's not been off-hired since.

Graham Byrne is MD of GB Digger Hire and had heard the rumours about the production of a 10 tonne JCB wheeled excavator prior to the machine's launch.

"I spoke to our dealer, Watling JCB, about the new machine and was fortunate enough to be invited to the factory on the JCB helicopter to view a prototype. I took my machine operator and a customer with me and we were all able to drive the machine. We could immediately see the potential so ordered the first unit. However, that ended up on a different hire, so I've now ordered two more units – one of which will be hired to the customer that visited the factory with me and the other will satisfy the enquiries we have coming in.

They are exceptional machines. My operator really likes operating the JCB Hydradig and when you don't hear from the customer, but they opt to keep the machine on hire, it bodes very well."



GENUINE WINTER GIVEAWAYS



ON ALL SELECTED WINTER PRODUCTS

SPEND £75
Receive JCB Screenclear

SPEND £125
Receive JCB Beanie Hat, Gloves, Ice Scraper + Screenclear

SPEND £250
Receive JCB LED Torch + Beanie Hat, Gloves, Ice Scraper and Screenclear

SPEND £500
Receive JCB Jacket + all the other giveaways

+ WIN A VIP DAY

Book a service with a JCB dealer during December 2016 to be entered into a prize draw for a chance to WIN a VIP day for 2 at JCB. Day includes a tour of our Headquarters and World Parts Centre facilities, access to 'The Story of JCB' and hospitality. T&C's apply.

JCB

KEEPING IT IN THE FAMILY

Plant runs in the blood at M Bacon Plant Hire in Spalding. Whilst Martin Bacon started his own groundworks and plant hire business in 2004, the family's pedigree in plant dates back to 1975 when his grandfather, John, began to rent out machines to local operators. In 1983 John bought his first brand new JCB; a JCB 3CX 2WD backhoe loader which gave years of efficient service. In 1995 son, Michael, Martin's father, took the business over and kept up the family tradition of buying JCB.

Following in their footsteps Martin began his own business; expanding in to earthmoving and groundworks to supplement the rental side. The business has subsequently become so successful that he has now persuaded his dad out of retirement to work for him and also employs a further 6 staff including drivers and machine operators. As well as general site clearance work, the company digs and concretes foundations, installs all drainage, constructs ponds, lakes and reservoirs and completes blockwork and all external site finishing.

In 2014 Martin - who had previously been operating used machines - specified his first new machine; a 3CX from Watling JCB. Subsequently he's expanded his fleet and it now includes a JS130 tracked excavator, a VMT 160-80 roller, 3CX, 8018 mini excavator, 535-95 and a number of dumpers. Recently he's added two 8026 excavators to the fleet, plus a further 8026 and 100C thanks to the special 0% finance deal from JCB Finance.

"Watling JCB looks after me very well. My local Watling sales guy, James Bell, has sorted out the ideal range of machines and keeps me informed when there are helpful finance offers. All my machines are bought with PremierCover, which is an extended warranty package, which gives me confidence in the product. In the event of any problem the team at Watling is very responsive; which is important as my machines are in constant use."



Martin joins James Bell and customers on a helicopter visit to the JCB factory.

NEW! RENTAL GENERATORS

The new, high specification JCB RS range of rental generators comes in power sizes from 60-130kVA. Built in the UK and powered by the renowned JCB Dieselmax engine, there are four models that provide a highly efficient and extremely reliable power solution.

		G60RS	G80RS	G100RS	G130RS
PRIME POWER (PRP)	KVA	60	80	100	130
JCB DIESELMAX 4 CYLINDER ENGINE STAGE IIIA		448 G-TC 60	448 G-TC 72	448 G-TCA 92	448 G-TCA 120
FUEL RUN TIME	Hrs	23	18	15.5	12
DIMENSIONS	mm	3,330 x 1,100 x 1,800			
WEIGHT	kg	2,400			
NOISE LEVEL	dBA at 7m	65			

Benefits of JCB RS Generators



LIVELINK FOR POWER
Monitor and manage your generator or an entire fleet anywhere.

PERFORMANCE DRIVEN
Powered by the JCB 4 cylinder Dieselmax, Stage IIIA compliant engine. The engine and alternator are matched to work in perfect harmony for ultimate efficiency.

EASE OF OPERATION
The control panel, sockets and busbar can be found at the rear of the generator. Connecting cables are simple with heavy duty busbars as standard on the rear of the product.

FREEDOM OF MOVEMENT
Positioning your generator on a site is made easy by a heavy duty skid base and optional chain pull bar. Integrated fork pockets help to provide maximum ground contact for your machine and a single lift point, make these generators highly manoeuvrable.

ROBUST DESIGN
A durable and sound attenuated canopy protects all the internal components to enable this range of generators to be used across multiple sites.



If you would like to know more about any JCB generator or LiveLink for Power please call David Phipps: **0116 286 3621 or email: david.phipps@watling-jcb.com**

NEW MEMBER OF THE POWER GENERATION TEAM

We are very pleased to welcome Fred Telfer on board as our new Generator Sales Specialist. Fred is working alongside David Phipps, our specialist Power Generation Sales Manager, who is mentoring him in his first few months. Together their remit is to maximise the huge opportunity presented by the range of JCB generators.



Since Fred joined in September he's been out visiting customers, attending shows and open days and is now to maximise exposure for JCB's new QS rental range.

Prior to joining the company Fred sat his A Levels and worked the ski season in a bar in Val D'Isere. He is an accomplished horse rider but now mainly plays rugby when not working for the family business.

Welcome to the team.

ON-SITE POWER FROM WATLING JCB

One of East Anglia's leading suppliers of aggregates and fill materials, Middleton Aggregates Ltd, recenty took delivery of a JCB G440QX generator to provide power to one of their three quarries in Norfolk. The sand and gravel quarry near Dereham has no other on-site power so the new generator is being used for multiple applications including running a conveyor belt system and powering a sand and gravel washing plant. It is also supplying general power for the accommodation facilities and lights. The unit has replaced an ageing competitive model that is no longer sufficiently efficient for the productive site which requires a minimum of 10 hours per day, 5 days a week of prime power.

Martin Freestone is Production Manager and worked with Watling JCB on the specification of the generator;

"Whilst the JCB was not the cheapest solution it represented the best value for money with the overall package. Every minute the facility does not have power it cannot operate so it is essential to the operation. We were very impressed by the LiveLink feature which enables us to constantly montior the performance of the unit remotely. We are very keen to maximise this feature so we can accurately analyse fuel consumption, servicing and maintenance needs and it will give us peace of mind that the unit is doing what it should be, when it should be and where it should be. We also wanted a local dealer that could react quickly to any issues and we know Watling JCB well because we have previously bought machines for our plant hire division from them."

A reliable, high performance Scania engine sits at the heart of the JCB G440QX delivering a powerful 440 kVA - more than enough for the site's current and future requirements.



THE JCB JS131

LOW MAINTENANCE, SAFE AND NO DPF



This 13-tonne excavator from JCB meets all the latest emissions standards without the hassle of a DPF, SCR or AdBlue. Using a 55kW engine – the same engine you'll find in the JCB backhoe – it is paired with an enlarged pump to deliver all the power and performance you expect from a machine in this category. Packed full of features including:

- Low-level bonnet for excellent rearward visibility
- Front to rear bonnet opening for easy and safe engine access
- All routine servicing at ground level
- Reinforced boom and dipper manufactured from high tensile steel with single piece wrapper plates and internal baffle plates
- Anti-slip steps and platforms with punched steel plates for optimum grip
- Bolt-on plates with recessed bolts to reduce trip hazards
- Large glass cab features 2GO system that fully isolates hydraulic functions to avoid unintended machine movements
- An in-cab 7" colour multi-function display is easy to read in all light conditions, provides instant operational information, and has a customisable home screen
- Viscous rubber mounts minimise noise and vibration for a quieter working environment (70dB(A) inside and 98dB(A) outside

FIVE GO TO BATTERSEA

One of the UK's leading concrete frame specialists, MBP Structures, has invested in five high spec, low emissions JS tracked excavators for work on the Battersea Power Station development in London. The £8bn project will regenerate the historic London landmark and its surroundings and will ultimately combine residential areas with leisure, retail and restaurant facilities.

Three JS220LC's and two JS130LC's, supplied by us at Watling JCB, are now working on the high profile project helping to bring the ambitious vision to life. The machines were selected to meet the stringent emissions and health and safety requirements of the site. Powered by the fuel saving, low emission JCB Ecomax Tier4F engine the machines meet emissions legislation without using a bulky DPF.

Each of the excavators were also specified with the latest 360° camera systems, green beacon, seatbelt warning lights, upper structure hand rails and twin-locking hydraulic quickhitches for maximum on-site safety. A JCB Contractor breaker for each machine was also supplied for breaking down hard materials during excavations.

"We are delighted to have these fantastic, fully-loaded machines and thank you to Watling JCB for their great service. We chose them to match specific emissions and health and safety demands of the project and we added a range of options to ensure the protection of our operators and site workers. JCB LiveLink is a major advantage as it enables us to accurately monitor the performance of the machines remotely. Of particular interest is tracking the Ad Blue levels which are currently running at a ratio of less than 5% to diesel."

The five new models join MBP's fleet of medium-large excavators and the recently acquired range of 6,12 and 14m JCB Hi-Viz Loadalls.





WATLING JCB USED MACHINERY

Over the last 12 months we have expanded our Used Equipment Division using our Peterborough depot as a dedicated retail centre with many used machines stored on site. Our full stock holding can also be seen from the comfort of your own home - via our website, on our social media pages and in most of the leading used construction equipment publications.

A used machine is often a better business decision for customers. Immediate availability, along with a lower outlay against a new machine, can get you earning instantly. Whether you are looking to start a new business with affordable monthly payments or want to save money on hire; a quality used machine can often be a great choice.

Once you have decided you would prefer a used machine why buy from us?

ALL OUR USED MACHINES ARE GENUINE PART EXCHANGES

Unlike many of the other machines available on the market, 100% of our machines for sale are genuine part exchanges from our customers and not bought from auction. Because of this we know the history, the owners and the service work history. We also HPI check every part exchange so you can be sure there is no outstanding finance and it is not stolen/recovered.

ALL USED MACHINES ARE SERVICED PRIOR TO SALE

Unless otherwise agreed, every used machine we retail will be fully checked over and serviced prior to delivery and we also offer LOLER certificates on qualifying machines. You can be sure that when delivered, your machine will be ready to work straight away.



A WIDE RANGE OF FINANCE SOLUTIONS AVAILABLE FROM JCB FINANCE

We work very closely with JCB Finance and the customer to tailor purchase plans to suit your needs. This has worked very well in 2016 with offers of 0% finance on many used JCB Machines.

WE HAVE 5 DEPOTS AND OVER 85 ENGINEERS BASED ALL OVER THE UK

If you need a machine for use further afield don't feel you can't buy one from us. We have engineers all over the country so you can be sure the back-up is as good as the machine you are buying.

WARRANTY

We offer 30 days major component warranty on all used machines in mainland UK. We will not sell you a machine if we don't think it is good enough. We are a main JCB Dealer who prides ourselves on customer satisfaction. If a machine is going to cause a problem, or has had a difficult life, we will simply send it to auction, rather than offer it with a quick respray and some new tyres.

MEET THE TEAM



Left to right: Sam Conway Used Machine Sales UK, Simon Trueman Used Sales Engineer Peterborough, Phil Wheelton Used Sales Engineer Leicester, Lee Coles Used Sales Engineer Leicester, Andy Billing Used Sales Manager.

USED EQUIPMENT NEWSLETTER

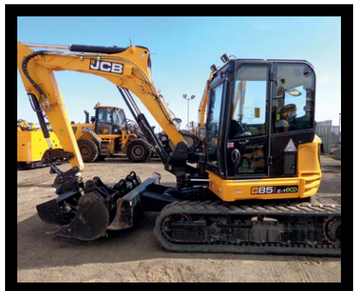
This year we have introduced our new Used Equipment Update Newsletter. This short email highlights our latest stock arrivals and new offers on used machinery. There are also links to our full stocklist and contact details.

You may already be receiving the newsletter however if not send us an email at **usedsales@watling-jcb.com or call 0116 286 3621** to be added to the list.



WHAT TO LOOK OUT FOR IN 2017

We are always looking for ways to make it easier to purchase a used machine from us and one of the ways we are looking to do this is with the introduction of 5 high tech video cameras for each depot. These cameras will allow us to take high quality videos of our machines. This is our way of giving you a completely honest view, with no hidden details and no wasted trips. You will be able to see any wear or play in pins, remaining life of tyres/tracks and a good view of general condition. Once you have found a suitable machine and a deal has been done, the cameras can then be used for an engineer's report prior to delivery if required. This can explain what service has been carried out, oils/filters changed, any worn parts replaced and what to look for at future service intervals. **To view a machine and find out which depot it is located at please give Sam Conway or Andy Billing a call on 0116 286 3621 or email usedsales@watling-jcb.com**



2015 85Z-1 Zero Tailswing
Hammer pipework, hydraulic hitch.
Location: Leicester
£45,000



2016 65R-1 Reduced Tailswing
Hammer pipework, hydraulic hitch,
100 hours. Location: Leicester
£35,000



2014 8050RTS Reduced Tailswing
Hammer pipework, hydraulic hitch,
1,230 hours. Location: Leicester
£22,500



2015 8018CTS
Hammer pipework, manual quickhitch,
100 hours. Location: Leicester
£16,000



2015 437HT Wastemaster
Wastemaster pack, highlift arms,
reverse camera, 110 hours. Location: Leicester
£99,000



2015 540-170 Sway
A/C, Turbo, no adblue.
Location: Leicester
£58,500

HIGH PERFORMANCE COMPACT PACKAGE

The JCB 3CX Compact is designed to work effectively in urban spaces and on restricted construction sites. At 35% smaller than a standard backhoe and with its tight turning circle and switchable steering modes, this machine can work within a single carriageway with minimum disruption.

- 100l/min variable displacement pump powers a huge range of attachments
- Fuel efficient JCB by Kohler Stage 4/ Tier 4 Final 55kW (74hp) engine
- 40 kph hydrostatic transmission
- Under 6m turning circle and narrow 2m width
- Standard fit smooth ride system for optimum comfort and productivity
- 40km/h travel speed provides fast travel between sites
- Specifically designed packages for a variety of sectors including roadwork, utility, municipality and groundworks

Click here to watch the video on YouTube yourjcb – JCB 3CX Compact









COMPACT BACKHOES PROVE POPULAR

We have recently secured a number deals for JCB's latest backhoe loader offering; the 3CX Compact. Only launched earlier in the year, the all-new machines are 35% smaller than a standard 3CX and feature a turning circle on under 6m; ideal for working on highways and byways.

TOPPESFIELD TOPS THE LIST FOR 3CX COMPACT

Founded in 2004, Toppesfield of Ipswich is the UK's largest independent surfacing company, operating nationally across the UK delivering road surfacing and associated services in the highways, major infrastructure, airports, defence, commercial, education, residential, education, health, and sport sectors.

Plant Director, Craig Germeney and Plant Manager, Malcolm Smart from Toppesfield both attended the official launch of the machine at the JCB factory earlier this year and we then invited them to view the pre-production machine on the assembly line. Subsequently we have delivered four of the JCB 3CX Compacts to them for work on sites up and down the country as direct replacements for some of their existing 2CX Streetmaster fleet. Following some early teething problems the machines are functioning really well, according to Malcolm.

"As you expect with a brand new machine there were a few minor niggles. However, Watling JCB and a team from the factory dealt with them immediately and the machines are working well. We're very pleased with them and the support from both the dealer and the manufacturer had been excellent."

We have also delivered 10 machines to East Midlands based JB Tool Hire and a further 2 to Premier Plant.



Like to find out more about the small machine that packs a big punch?

Please call the Watling JCB team on 0161 941 2631 or watch the 3CX Compact video

our depots

WATLING JCB LTD
Dog & Gun Lane
Whetstone
Leicester LE8 6LJ
Tel 0116 2863621
Fax 0116 2863171

WATLING JCB LTD
Oxney Road Industrial Estate
Off Oxney Road
Eastern Industry
Peterborough PE1 5YW
Tel 01733 891691
Fax 01733 315415

WATLING JCB LTD
Bridge Estate
Silfield Road
Wymondham
Norfolk NR18 9AU
Tel 01953 857100
Fax 01953 857119

WATLING JCB LTD
Unit 8 Station Field Industrial Estate
Kidlington
Oxfordshire OX5 1JD
Tel 01865 856200
Fax 01865 856202

WATLING JCB LTD
Greaves Industrial Estate
Stanbrige Road
Leighton Buzzard
Bedfordshire LU7 4UB
Tel 01525 219090
Fax 01525 376743

NEW STARTERS

We are delighted to welcome the following new staff to the business over the last six months.

Adam Fisher	Parts Dept	Leicester
Jack Chantrell	Year 1 Apprentice Service Engineer	Leicester
Marius Munteanu	Field Service Engineer	Peterborough
Brandon England-Grey	Year 1 Apprentice Service Engineer	Peterborough
Susan Robinson	Service & Maintenance Controller	Leicester
Lewis Keely	Year 1 Apprentice Service Engineer	Wymondham
Ricki O'Connell	Field Service Engineer	Leicester
Josh Gannon	Field Service Engineer	Leicester
James Bradbury	Field Service Engineer	Leighton Buzzard
Robert Smith	Key Client Service & Maintenance	Wymondham
Fred Telfer	Construction Sales	Leicester
Matthew Wright	Field Service Engineer	Wymondham
Daniel Griffiths	Workshop Service Engineer	Leicester
Jeffrey Ashbrook	Field Service Engineer	Leicester
Joshua Sutton	Field Service Engineer	Leicester
Bradley Harvey	Year 1 Apprentice Service Engineer	Leicester
Christopher Chittock	Field Service Engineer	Wymondham
Matthew Bedford	Field Service Engineer	Leicester
Michael Howes	Field Service Engineer	Wymondham
Tyler Soar	Field Service Engineer	Wymondham