


Access

ISSUE 11 2012 A JLG PUBLICATION

JLG



INTRODUCING THE
HIGHEST
BOOMLIFT EVER
THE NEW
1500SJ
TELESCOPIC BOOM

YELLOW CARD

WHY YOU NEED ONE TO OPERATE
AN ELEVATING WORK PLATFORM...



Operating elevated work platforms

CLEARSKY



Fleet management tool

Welcome to issue 11 of Access, the magazine for JLG Industries' customers throughout Australia and New Zealand.

Once again a New Year is upon us, with the promise of fresh beginnings and new opportunities. Despite volatility on international financial markets in 2011 the Australian economy has proven remarkably resilient, although sectors like residential and non-residential construction are at their lowest points for many years.

Even facing these challenges, however, JLG has had a good year in sales, which I believe can be attributed to the post GFC recovery and rental businesses buying replacement equipment they might have put off over the last couple of years.

Our outlook is certainly positive, with strong markets developing in the resources sector in Central and North Queensland and Western Australia. Long-term investment commitments by Australian and multinational companies to resources developments in these areas and across the country means that despite on-going volatility in Europe and muted growth in the US, local demand for JLG products is strong. This is largely because the majority of our sales are to rental companies scrambling to meet resources-sector demand.

Additionally, the lengthy time frames required to bring large-scale projects to market and the continued expansion of the Indian and Chinese economies, with their resultant demand for our raw materials, is acting as a buffer against short-term volatility and product-demand spikes.

On a local note, the Reserve Bank's decision to reduce interest rates in recent months is hoped to stimulate local building demand in our cities and major regional centres and begin to lift the housing and construction industries from the doldrums. This would reignite demand in broad sectors of our economy and help reduce the gap between the fast and slow-moving sectors of our two-speed economy.



Looking at JLG's year ahead, we have some strong initiatives underway that include the continued roll-out of our Ground Support program in regional Australia to better meet the needs of customers in rapidly developing areas. New products, like the 340AJ (HRIA Best New Product of the Year 2011) and our super-impressive 1500SJ Ultra Boom have been particularly well received and continue to generate plenty of interest.

However, I believe our ClearSky® telematics tracking system will become big news in 2012 as customers across the country come to appreciate its profit and efficiency potential. A Web-based equipment monitoring and analysis system, it provides monitoring and reporting functions from machines in the field. Importantly, we've specified ClearSky kits to have Telstra Next G connectivity, enabling them to work from remote locations. You can even configure the system to email problems to your office, resulting in amazing efficiency increases and maintenance call-out cost savings.

I hope you enjoy this issue of Access. We've included twin case studies on the first Australian customers to take delivery of our towering 1500SJ Ultra Booms and the usual diverse range of industry and general interest stories. I wish you all the very best for the year ahead and remember, your feedback and ideas for future issues of Access magazine are encouraged and always welcome.

Bob Mules
General Manager - Australia and New Zealand

GENUINE SPARE PARTS ARE THE KEY TO EQUIPMENT RELIABILITY AND EFFICIENCY.

Maintain the quality of your JLG access equipment by installing only genuine JLG replacement parts. Not only does it make sense, it ensures the reliability and efficiency of your equipment while enhancing resale value.

At JLG we use the same advanced engineering to make replacement parts that we use to manufacture our new equipment, so you can be assured they're a perfect fit with your machine. Importantly, you'll receive parts incorporating any design updates, helping bring your machine up to the latest specifications. You also have the peace of mind that comes from knowing every part is covered from the date of installation by JLG's standard six-month warranty.

Dealing directly with JLG Australia brings you the quality and cost advantages you expect as a JLG equipment owner as only we have the expertise and resources to meet all your parts needs. Our qualified and experienced replacement parts staff have the support of our factory trained service technicians and access to all the latest technical information, guaranteeing you get the right part for your machine every time.

At JLG's Regent's Park National Distribution Centre in Sydney we employ nine staff to take care of all our customers' spare parts needs. Across the country we carry more than \$10 million worth of parts in stock, comprising some 10,000 active line items. Impressively, our off-the-shelf order-fill rate is 97 percent - and we're working hard to improve on that.

To find out more about the benefits or availability of genuine JLG replacement parts, call our parts specialists on 131 JLG in Australia or 09 276 1728 in New Zealand or visit www.jlg.com.au



10,000 REASONS TO SMILE :)

JLG'S TECHNICAL SUPPORT DEPARTMENT REACHES AN IMPORTANT MILESTONE.

If you believe in auspicious dates, 20/10/2010 saw 'all the planets line up' for JLG Technical Support when the department logged its 10,000th call, through JLG's Perth office.

"Primarily, JLG provides phone and email technical support to customers from our Port Macquarie call centre where we have two dedicated full-time technicians looking after things. All calls go through our Baseplan system, which began logging them in April 2009," said Gwyn Richardson, Technical Services Manager.

"However, because of time differences our Perth office also has two technicians available, while our Sydney and Brisbane offices have one technician each. The wealth of knowledge provided by the team as a whole equates to some 90 years experience at JLG and provides solutions to hundreds of different models and machine configurations manufactured over the last 25 years," Gwyn explained.

When asked about the landmark call coming through, Neil Castlehow, Technical Services WA said, "On 20 October I took a call from Shane Ashmore, a technician with Coates Hire at BHP Billiton's Worsley Alumina Refinery, about two hours drive south of Perth.

"Shane was working on a 600AJ Boom Lift and needed assistance with setting up the load sensing system. I was able to help him by providing instructions on how to calibrate the load sensing system and at the end of the call I noticed that Baseplan had logged it as the 10,000th technical support call.

"It was a small but noteworthy curiosity for me, personally, but I believed it to be an important and honourable milestone for all the dedicated people that make up the Technical Services Team across Australia," said Neil, proudly.

JLG Industries is proud to have achieved such a significant milestone in such a short period of time. It shows the level of service and commitment of everyone involved in the Technical Support Department by being able to process so many calls in such a short time frame.

So remember; expert technical advice for any piece of JLG access equipment is just a phone call away on 131 JLG in Australia or 09 276 1728 in New Zealand.



CONTENTS

Keep It Real _____	3
10,000 Reasons to Smile _____	3
Skyreach Case Study _____	4
Weakest Link _____	6
The Yellow Card _____	7
A Splendid Exchange _____	8
JLG ClearSky _____	10
Alfasi Case Study _____	12
Innovate like Apple _____	14
Model in Focus - 1500SJ _____	15



COVER

JLG's new 1500SJ Boom Lift

Skyreaching

Skyreach goes higher with JLG's towering new 1500SJ boom lifts....

In 1994 Rod Leech set out with a dream to build a rental business specialising in elevated work platforms. His company – Skyreach – started with a handful of machines, but today it is one of the largest privately owned hire companies on Australia's East Coast, with 10 branches from Cairns to Melbourne and in excess of 100 staff.

Rod largely attributes his success to hard work, vision and choosing the right equipment.

"I started buying JLG Industries access equipment in 1995. They've always made good equipment and they're a great company to deal with," he said.

Central to Skyreach's success has been Rod's determination to stay at the forefront of equipment and technological developments. Recently, the company became the first in Queensland – and one of the first in Australia – to take delivery of not one but two, massive JLG 1500SJ Telescopic Boom Lifts.

The 1500SJ is the largest self-propelled telescopic boom lift available in Australia, extending a whopping 150ft (45.7m). It also reaches 80ft (24.38m) horizontally, swings through 360 degrees and can accommodate loads to 450kg. Yet it's able to be transported without permits or the need for specialised handling equipment.

"When I saw the new 1500SJ at Conexpo in Las Vegas I made up my mind on the spot that we had to have it. The opportunities it provides to expand our business and provide even better customer service are just too good to pass up.

"Now they're here it's a very exciting time for all of us. The 1500SJ is a very large piece of equipment, yet despite its size all we've needed to do is acquire a couple of extra floats. This lets us deliver them anywhere, even at short notice, as customer service is the key to everything we do.

"These first two units will be based at our Brisbane head office, giving us the opportunity to 'reach' customers across the city as well as up-and-down the coast. Plus being mid-way along the East Coast means we can dispatch them to any branch, if needed.

"We've bought a substantial amount of equipment from JLG this year – including a batch of all-new 340AJ Articulating Boom Lifts – and they've been awesome. We have plans for more 1500SJs and are looking to order more equipment from them in 2012. I like to order in advance and have the equipment painted in our company colours at the factory; it's just one of the reasons JLG is a key partner in our success," Rod said.

According to Stan New, JLG's Queensland Manager, everyone at JLG is just as excited as Rod and his team at the arrival of the new 1500SJs.

"I can honestly say this is a very exciting time for all of us, too. It's great seeing an all-new model coming out and these are the first of their type being delivered in Queensland.

"Rod is very committed to what he does and I know he's as excited as a kid in a lolly shop over these new machines. What's unique about them is that Rod wanted them in his colours. He's passionate about his red, white and yellow colour scheme and his machines look really impressive, certainly standing out in the crowd.

"We do whatever we can to accommodate customer requests like this as we realise everyone's looking for an edge. It's all part of the service and what helps set JLG Industries apart," Stan said.

To find out more about how JLG's industry-leading access equipment can take your business higher, visit www.jlg.com.au or call 131 JLG in Australia or 09 276 1728 in New Zealand.



JLG ULTRA BOOM

NO PRIZE FOR BEING THE WEAKEST LINK

Small breaches undermine safety culture...

Workplace injuries and incidents increase when a company lets little violations go. Admit it. We sit back, shocked by illegal actions at large corporations that cause preventable injuries.

But have you ever violated a procedure and then justified your action because 'it's necessary under the circumstances' or perhaps just because 'it's only just this once'?

When your immediate supervisor tells you to take a shortcut, despite legislated or company standards, is the supervisor wrong? Or are you wrong for complying with the supervisor's orders?

What about small things, such as not wearing your seatbelt to move your vehicle only a few metres?

Okay, that last one seems petty, compared to violating Lockout/Tagout, but perhaps our actions, tallied together, can lead to a significant injury or incident.

Little infractions can lead to bigger violations – and so gradually we don't realise how at-risk things have become. What does our little pushing of the envelope do to our organisations and to ourselves?

There are many fine lines to be drawn in safety, and many of those we cross every day. It's difficult to figure out when stretching the rules is okay, and when it's seems a little thing, should we even take notice?

The simple answer is yes.

Companies and employees are breaking rules all over the place. We all observe others violating legislated requirements or their organisation's standards. They aren't always huge headline-types of things; it's the small things that become common practice that create a culture of acceptance in the name of productivity or customer service.

In your mind it may seem a good reason to break the rule, but this is the time to discuss the situation with your supervisor or

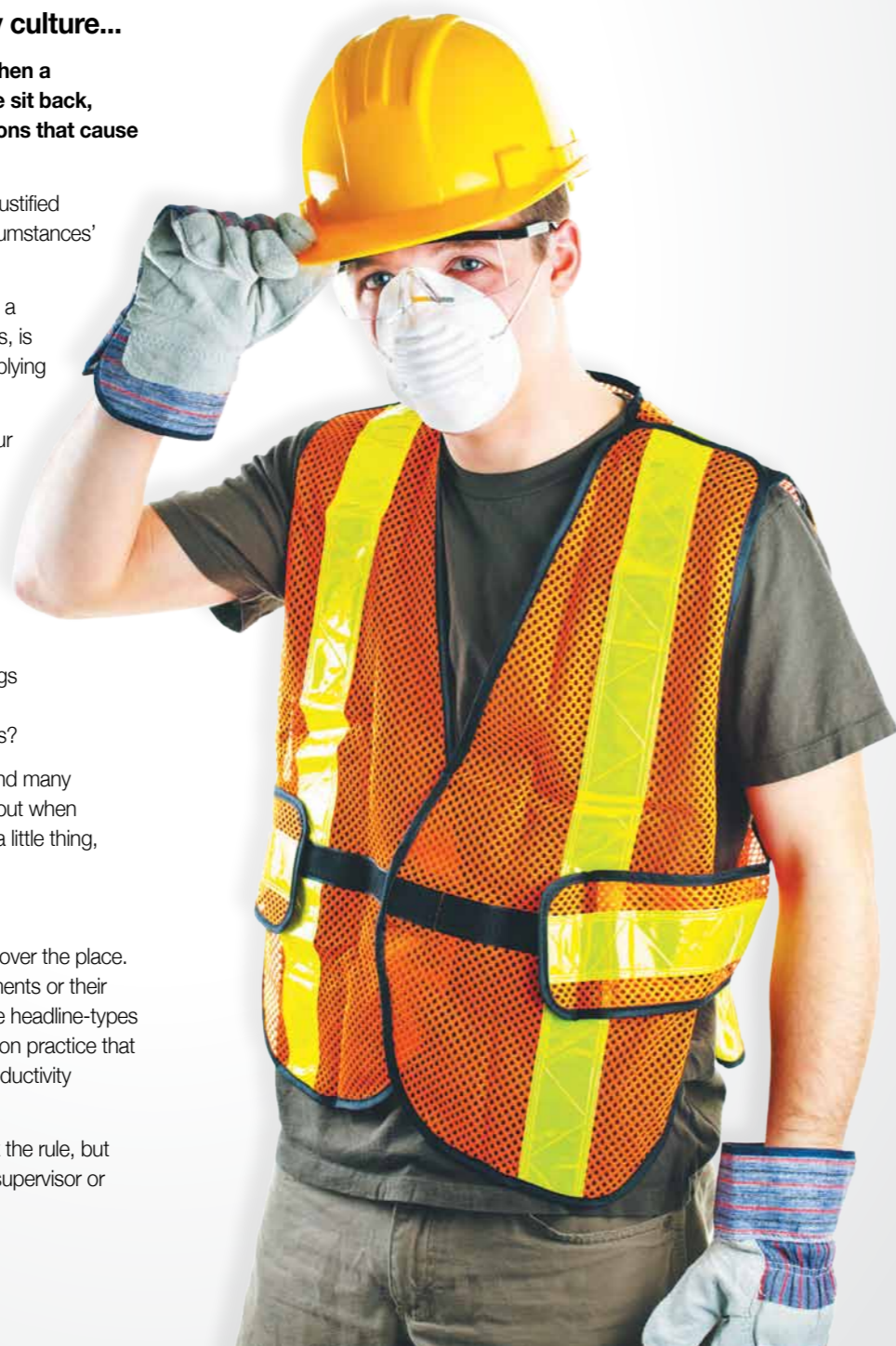
safety resource. That way, your superiors and safety department know what you are facing and why and they can address it.

Some violations aren't so small, but the workers involved have a way of justifying the practice anyway. You have to be careful of rationalisations – the little shortcuts or deviations that gain credibility in our minds could end up costing a life – maybe yours.

When such situations arise we can help clarify the issue by asking ourselves a few simple questions:

- Is this action in compliance with legislated and company requirements?
- Is it consistent with industry standards?
- How would you feel if you or your co-worker were injured?
- What would you do if your son or daughter had to perform the task?

Taking safety shortcuts might seem the thing to do under pressure from superiors or in the name of efficiency or customer service. But just don't do it. It's a cliché for sure but remember – the life you save might be your own.



THE YELLOW CARD

WHY YOU NEED ONE TO OPERATE AN ELEVATING WORK PLATFORM...



Every State in Australia has an Occupational Health and Safety (OH&S) Act that aims to protect the health, safety and welfare of people at work. In these Acts it is clearly stated there is a duty of care to ensure workplace safety. In broad terms each State OH&S Act specifically embraces the following:

- Employers must provide information, instruction, training and supervision necessary to ensure the health and safety of employees at work
- Manufacturers and suppliers of plant must ensure equipment is safe to use when properly used and must make available adequate information about the conditions for the safe use of the equipment manufactured or supplied
- Employees must co-operate with efforts to comply with OH&S requirements

In relation to elevating work platforms (EWPs), this means there needs to be some form of proof that an operator has been trained in the safe use of one. Verbal instruction is not an effective method of training as it lacks training proof and evidence. The EWP Operator Training Program (or Yellow Card) is the result of the Elevating Work Platform Association (EWPA) helping the industry to comply with the OH&S Act.

How does it work?

The Trained Operator Card is proof of completion in one or more modules in various types of EWPs. There are five different EWP training modules plus a transport module. The modules include:

- Trailer-mounted boom lift – TL
- Self-propelled boom lift – BL
- Vertical lift – VL
- Scissor lift – SL
- Truck-mounted boom – TM
- Transporting (load restraint) – T

Note: whilst these are all classified as EWPs, each is very different in use and safe operation. The transport module is aimed at transporters of EWPs, allocators and the like.

The EWPA Duty of Care 'Yellow Card' is a nationally recognised industry training program developed by the EWPA in consultation with members and industry. The intention of this program is to assist operators, employers, equipment owners and manufacturers in complying with OH&S regulations.

- The Yellow Card provides evidence that the operator of specific types of EWPs has been trained in the safe use of the work platform.
- The supplier, employer and user all have documentary evidence that the required 'duty of care' has been met or exceeded

What are the alternatives?

The EWPA Yellow Card is the Association's method of meeting the duty of care requirements. However, other methods can be used. Such methods include having in-house training schemes or user-specific programs.

The key elements are that any programs need to have a structured training format, delivered by a suitably qualified trainer. The training content should meet the Australian Standard 2550.10, manufacturers' safe operating procedures and be in line with the unit of competency TLILIC508A (Licence to operate a boom type EWP over 11m.) The training outcomes are to be documented and a certificate of participation or proof of training issued.

What if I do nothing?

The 'do nothing' approach is a time bomb; a blatant disregard of the law (the Act is law) and will result in hefty fines and/or gaol.

Where does the high-risk licence: 11m boom licence (tlilic508a) (WP) fit in?

This licence covers boom type EWPs 11 metres and over (e.g. truck-mount, trailer-mount and self-propelled). It is recommended you contact your State Regulatory Authority as licensing procedures might differ slightly state-by-state.

Do I need both a yellow card and WP licence?

In short, yes. The WP licence does not cover scissor-type EWPs nor individual product training. Remember, the Yellow Card confirms you have been trained in the safe use and operation of specific types of EWPs, thus meeting your duty of care.

This can be confusing but an example might clarify the point.

Example: You have just gained your 11m boom licence using a trailer lift with a boom length of 11.2m. Next day, you have to operate a self-propelled unit. Both EWPs are over 11m but very different. Your Yellow Card will indicate whether you have been trained for this type of unit and if not, you will need training before use.

In summary

The OH&S Acts are there to protect you in the workplace. The EWPA duty of care Trained Operator Ticket (Yellow Card) is an industry initiative helping to provide a safer working environment for all stake holders. For further information on EWPA training programs call (02) 9997 4485, visit www.ewpa.com.au or email info@ewpa.com.au.

SHORTLISTED FOR THE FINANCIAL TIMES/GOLDMAN SACHS BUSINESS BOOK OF THE YEAR AWARD

A SPLENDID EXCHANGE



HOW TRADE HAS SHAPED THE WORLD



The appeal of this comprehensive history of world trade is rooted in its valuable information, thoughtful insights and brilliant writing. But, you'll also be delighted with the fascinating; little-known details that financial theorist William J. Bernstein throws in along the way.

For example, did you know the Boston Tea Party was not a selfless act of patriotism, but a venal stunt by greedy smugglers and merchants that actually cost the colonists a lot of money? Or the early Chinese sometimes adulterated their tea exports with sawdust? Bernstein fills his book with such beguiling minutiae, but primarily presents a knowing, comprehensive, discerning report on the history of world trade.

Global Trade: A Venerable and Storied History

In today's global economy everyone is accustomed to buying goods from other countries. But long-distance commerce was not always common, although foreign trade – the movement of goods from one geographic region to another – has been a vital factor in human affairs since prehistoric times.

Thousands of years ago merchants transported only the most precious items – silk, gold and silver, spices, jewels, porcelains and medicines – via extended land and sea trade routes, including the fabled Silk Road through central Asia. Moving goods great distances was simply too hard and costly, although people often carted grain and other foods over shorter distances from farms to market towns.

People began using boats in Northern Europe some 15,000 years ago and that is probably how the earliest traders moved their wares. The earliest trade by water was between farmers who bartered food and hunters-gatherers who bartered animal pelts. Transport by water was easier and cheaper than by land. Greek historian Herodotus describes early round boats made of animal hides stretched over wooden frames. The "largest...carried about 14 tonnes," but only downstream. At the journey's end the hides were folded, packed on donkeys and taken back upstream.

Camels, Incense and Pax Islamica

During the late Pleistocene era, ending 10,000 years ago, a land bridge existed between the eastern and western hemispheres, across the Bering Strait. As a result, plant and animal species moved between the Old and the New Worlds. Camels can store water efficiently throughout their bodies and sweat less than other animals, making them ideally suited for life in arid regions. These hardy creatures quickly became the primary beasts of burden for transporting goods throughout

Asia, including the Arabian deserts. One camel driver with six animals could move about two tonnes of cargo 32 to 96.5 kilometres daily.

Initially, traders transported only the most valuable goods: incense, perfumes and body oils – precious items in an era when people wore the same clothes repeatedly and seldom bathed – along with silk, frankincense and myrrh were the most treasured goods.

Muhammad, the prophet of Islam, was born into a desert tribe of traders. His successor as Muslim ruler, Abu Bakr, was a cloth merchant. With its early roots in trading, Islam has always respected the movement and sale of merchandise and quickly became dominant throughout much of the known world. Muslims controlled the vital caravan and sea routes, which meant they commanded most long-range commerce.

After Muhammad's death in 632, Islam became the main economic and social force. A Pax Islamica prevailed until the 11th century, when Christians regained territories in Spain and other southern European lands. Still, Muslim traders remained the primary force in long-distance trade until the 16th century and, in many places, well into the modern era.

In ancient times, steady trade took place between China and lands to the west, including Arabia and Europe. Indeed, Islam reached deep into China before the seventh century. Muslim merchants, especially Persians, actively traded with the Chinese, who themselves organised vast seagoing fleets for trading expeditions to India, Java, Sumatra and later to the East African coast.

Sea-Lanes and Choke Points

Waterborne commerce was so crucial in the ancient world the early Greek powers fought each other for control of the sea-lanes and the Hellespont and Bosphorus; two maritime choke points. Because of their soils' limited fertility, Greek city-states had to trade olive oil and wine for imported wheat and barley to survive. Athens and Sparta fought to control the two narrow waterways and, thus, all shipments between the Black Sea and Aegean. The Athenians became a great sea power and when Alexander the Great came to power he gave Greek ships the freedom to move goods over the navigable waters he controlled.

Between the 14th and 17th centuries, cinnamon, cloves, nutmeg, pepper and other spices replaced incense

and perfumes as the most precious long-range trade commodities. Spices moved via the Silk Road, across the Persian Gulf and Red Sea. By the 16th century the Portuguese dominated sea trade with Asia, followed by the Genoese and Venetians, and then the Dutch. Distant trade brought numerous benefits but also transported deadly diseases such as the gruesome Black Death – a plague accidentally carried from the Asian steppes to Europe and the East, where it might have killed as many as a hundred million people in the 1300s.

Discovery of the New World

In the late 1400s, Genoese mariner Christopher Columbus asked the Spanish monarchy to fund his voyage west to reach the fabled markets in China and India. King Ferdinand considered his proposed expedition so difficult and treacherous he turned him down at first, but eventually commissioned the enterprise. The rest, of course, is history. In 1492, Columbus and his three ships reached the New World. During the same period, Portuguese explorer Vasco da Gama sailed a small fleet 45,000 kilometres, completely around the world. At the time these were unimaginable feats and after them, global trade and commerce was never the same.

Mariners and merchant adventurers made remarkable voyages of discovery, opening the New World for their own profit and to fill the coffers of their wealthy sponsors. The exchange of plants between the Old and New Worlds, notably corn and coffee, dramatically altered global agriculture, too. By the early 1600s the Dutch and Spanish had thoroughly mapped the Earth's wind currents, making sea voyages easier. Immense silver deposits in Mexico and Peru spurred the development of a global monetary system and huge corporations emerged, quickly taking over global commerce.

A Small World, After All

As the world grew more accessible and thus 'smaller,' global commerce radically changed. After 1700, farmers in many locations could produce valuable crops, such as cotton, sugar, coffee and tea. Interestingly, cotton became more desirable than Chinese silk. These changes again altered global trade practices.

The 1800s brought major transportation and communication advances, including railroads, steamships and refrigeration techniques, plus improvements in steel manufacturing. Producers had their choice of new ways to transport goods



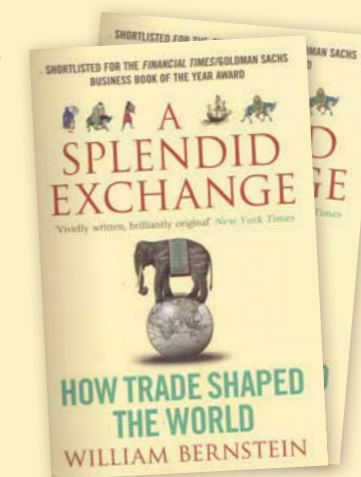
farther and faster, easier and cheaper. Plus, thanks to the telegraph, buyers and sellers now could communicate almost instantaneously. These advances greatly spurred world commerce.

Free Trade

From the 1400s onwards, England enacted various laws setting tariffs on corn. These Corn Laws became obscure and few heeded them until 1756, when the Seven Years' War caused grain supplies to fall. People rioted due to food shortages and this national concern soon moved to other products, particularly cotton fabric, but arguments about how to tax imports and build exports continue internationally even today.

The U.S. practiced protectionism by setting high import taxes. The 1930 Smoot-Hawley Tariff, "one of the most notorious pieces of legislation ever passed by Congress," raised already high U.S. tariffs on imports, provoking other nations to increase their tariffs radically. As a result, international commerce almost came to a halt. Fortunately, Congress passed the Reciprocal Trade Agreements Act in 1934, opening the U.S. market again and international trade exploded, growing at the remarkable average annual rate of 6.4% for the next 50 years.

Free trade immensely benefits many people around the globe. A 2006 study showed that in nations with open trade policies the average GDP was US\$17,521, while nations with 'always closed' trade policies achieved only an average GDP of just US\$2,362. Free trade is like any zero-sum game: some win, some lose. Your fate depends on whether your product can be made more cheaply somewhere else. If so, people worldwide will buy it and improve their lives, but you will soon be out of work. Trying to reverse this effect is like trying to sweep back the tide with a broom. In the final analysis, this is globalisation: a mix of bitter and sweet, where the score is kept in kilometres and money.



WILLIAM BERNSTEIN

ClearSky[®] Ahead

JLG'S CLEARSKY IS THE FUTURE FOR ACCESS EQUIPMENT EFFICIENCY AND IT'S COMING SOON...

The ability to monitor the location, status and service requirements of equipment in the field will soon be a reality – thanks to ClearSky[®].

The ClearSky system, which will be officially launched at this year's HRIA Convention on the Gold Coast, is designed to maximise equipment returns while minimising downtime and expenses. It lets owners know where a machine is, when it's operating, how long it's operated for and whether it's due for maintenance or has service problems.

This means rental businesses can now track customers' real usage, including where a machine is used and for how long. Also, with some 30 percent of service callouts being nuisance calls, faults can now be diagnosed in real time and acted upon efficiently.

A major technological innovation is the availability of apps to suit Apple, Blackberry and Android smartphones and mobile devices, allowing customers to access ClearSky information on-the-move.

What ClearSky does

In a nutshell, ClearSky combines GPS technology with data reporting via the mobile phone network in an easily accessible, web-based management system that provides real-time equipment position and operational reporting. This includes fault reporting alerts via email or text message that allows online diagnosis and the dispatch of service personnel with the right parts to get the machine working again quickly.

In addition to on-demand, remote diagnostics and troubleshooting, ClearSky offers preventative maintenance alerts, maintenance history, geo-fencing and the ability to map fleet assets locally, regionally and nationally. With the use of these features, customers can lower costs substantially and improve productivity through optimising equipment maintenance management.

"Although there are a number of other companies offering generic equipment tracking solutions, what makes ClearSky a standout

system is that because it's designed by JLG for JLG equipment, the diagnostic details and capabilities we have are far superior," said Luke Schubert, who works within JLG's Technical Support and Training Division.

How ClearSky Works

To integrate with ClearSky a machine needs a Tele-Communications Unit (TCU) and a GPS receiver/antenna. The TCU acts as a memory storage buffer and modem and is the interface between the machine and user. It provides real-time access to, and reporting on, the machine's systems while the GPS provides real-time location reporting. Combined, information from both units is fed back to JLG's Web Centre for access by customers from any web-connected computer and most smartphones and mobile devices like iPads. Importantly, information display and reporting features can be customised to suit individual preferences.

The Choice is Clear – Gold or Bronze

ClearSky Gold: Compatible with JLG diesel boom lifts manufactured since 2002 that use the JLG analyser. This is the most fully-featured and integrated level, with a full suite of engine status and monitoring features including remote diagnostics and fault log, GPS Location, geo-fencing, reports, maintenance planner and – the most useful to service technicians – remote personality adjustments.

ClearSky Bronze: Compatible with all types of equipment with a 12 or 24-volt electrical system and based on 4 hardwired digital inputs: GPS location, geo-fencing, reports and maintenance planner.

The Bottom Line

ClearSky is all about improving the bottom line. By providing total equipment connectivity customers can pinpoint when and how machines are operating, track and bill any out-of-contract usage, monitor maintenance history, remotely diagnose problems

(Gold level) and deflect unnecessary service calls. It also allows the coordination of tools and parts for on-site repairs to avoid replacing a machine that could otherwise be rented.

With ClearSky, customers can expect more machine uptime, greater time efficiencies for service personnel, higher revenue from assets and improved longevity from each unit.

You could say the future is Clear.

THE CLEARSKY ADVANTAGE

Track the vital signs of all machines:

- Machine hours of usage
- Machine diagnostics*
- Fuel consumption*
- Real-time faults and alarms
- Engine oil pressure and temperature*

Reduce unexpected failures:

- Machine operation status
- Machines nearing maintenance intervals
- Engine hours*
- Daily fault code reports and summaries*

Know when, where and how your equipment is being used:

- Geo-fence theft notification
- Reports and charts of machine usage and faults incurred
- GPS tracking
- Mapping location of machines in operation*

*ClearSky Gold



AIMING HIRE

ALFASI HIRE TAKES DELIVERY OF AUSTRALIA'S FIRST JLG 1500SJ

Alfasi Hire is a part of the larger Alfasi Group, a leading construction and engineering group with a diverse range of services. These include structural steel fabrication and erection, drafting, equipment hire and project management to the design and construction of facade and structure packages as well as turnkey projects.

Alfasi's hire business operates from three locations; its Melbourne head office in Dandenong, Alexandria in Sydney and Rutherford in the NSW Hunter Valley.

"Our hire business has been going for seven years now," said Saar Alfasi, Managing Director.

"It started out in response to needs within the Group as a whole, but today external hire accounts for about 90 percent of our business. At the beginning we used equipment already within the Group, but when we started buying access equipment we bought from JLG.

"We've always had a good customer response to using JLG equipment because in the access equipment market it's widely acknowledged as being the brand to get. We operate about 500 pieces of rental equipment all-up and of those, I'd say about two thirds are JLG," Saar explained.

Believing in standing out from the crowd, Alfasi Hire equipment is painted all-over white with red and grey sign writing. Importantly, the company understands the value of reputation, ensuring the JLG name and logo remain prominent.

Enter the 1500SJ

In mid 2011 JLG Industries released the 1500SJ – the largest self-propelled telescopic boom lift in Australia. Reaching 150ft (45.7m) vertically, 80ft (24.38m) horizontally and swinging through 360 degrees, it can handle loads to 454kg. Importantly, it can be transported without permits or the need for specialised handling equipment.

"We bought the 1500SJ because it's the biggest. Simple as that. It gives us a competitive advantage," Saar continued. "We're also pleased to take delivery of the very first 1500SJ in Australia because it's good to be seen to be the first, leading the way.

"We have some JLG 1350SJP and 1250AJP Boom Lifts and they're always in demand. There are a lot of high-rises in Melbourne, particularly in residential, and we believe this new machine is one that can really compete with travel towers while providing a great return on investment.

"We always want to be seen that we have the best range and the latest equipment models and technologies.

"Straight away, the new 1500SJ has started making money for us, working on Melbourne's Southern Star Observation Wheel – 'The Big Wheel' – as it's known locally."

Standing 120 metres high when complete, the all-new Southern Star Observation Wheel replaces its predecessor, which operated briefly until January 2009 when excessive summer heat caused

its structure to buckle. The new Wheel has been designed in the shape of a star and will feature 21 air-conditioned glass cabins as well as an extensive LED lighting display, intended to make it a stunning feature of Melbourne's skyline day and night.

It should come as no surprise that Alfasi Hire plans to add more 1500SJs to its fleet in the not-too-distant future.

"Because the 1500SJ is a new model we wanted to learn from this machine first, but we'll certainly be adding significantly to our fleet over the next few years. Incidentally, we bought some of the first 340AJs in Australia and these are not only proving very capable, we now have people asking for them specifically over the other brands we operate. In fact they're so popular we've got another four coming," Saar concluded.

Alfasi Hire is confident about its future and the role JLG access equipment – and the 1500SJ in particular – is playing in it.

To find out more about how JLG's industry-leading access equipment can take your business higher, visit www.jlg.com.au or call 131 JLG in Australia or 09 276 1728 in New Zealand.



INNOVATE LIKE APPLE

What small and medium sized enterprises can learn from Steve Jobs

Steve Jobs will be remembered for creating beautiful products, but revered as one of the greatest innovators ever.

His success lay not only in a keen eye for design but for being able to create a vision; innovate new products within that vision and do it again and again.

Under Jobs' leadership, Apple was focused on staying ahead of the pack and creating ideas no other company was working on. It's a legacy entrepreneurs must keep in mind.

Here's what small and medium sized enterprises (SMEs) can learn from Jobs' impressive track record of innovation:

Do what you love

When asked how entrepreneurs can hope to have the same success he had with Apple, Job's response was simple, "You need to have a passion for what you do; otherwise any rational person would give up. Have the courage to follow your heart and intuition. They somehow already know what you truly want to become."

Jobs was successful because he cared about his products and was so hands-on he often finalised key details. This tendency to place such a high priority on seemingly unimportant bits and pieces made his dedication to innovation a lesson all entrepreneurs must take to heart.

Put a dent in the universe

Part of Jobs' skill was seeing where a market would be in two or three years and creating products for it. He famously said Apple would rather gamble on its own vision than make "me-too" products –and SMEs need to follow this example.

Creating something new is always better than copying. If you have a good and different idea, have the courage to follow it through. Many entrepreneurs are intelligent thinkers but not many are creative. Be creative and foster creativity within your businesses – and don't restrict staff (or yourself) from bringing up new ideas. Some might even work!

Sell dreams, not products

One of the fundamental mistakes marketers make is selling a product without a good reason to buy it. Consider the tablet market. Plenty of Apple's competitors

have alternatives to the iPad, but haven't made a dent in Apple's success. It's because they sell a product rather than the benefits.

While other companies praise their devices' features, Apple shows you what it does for you. They show families connecting via FaceTime, children learning to write and board members reading reports on the fly, backed by the comforting, simple sounds of an acoustic guitar or piano. The message is simple and devastatingly effective.

Sell the idea of your product and what it can do for your customers, not just the product itself.

Say no to a thousand things

Jobs once said having focus is the ability to say no. At the time he lamented Apple was heading in too many directions, without much focus. Innovators need to say no; to learn when a product isn't good enough and know when you can do better.

Create insanely great experiences

Apple's products aren't necessarily the most technically capable. Many smartphones can do more than an iPhone but Apple still outsells them – because "it just works."

People want simplicity and power; to be able to do all sorts of things without the hassle of figuring out how to do it. Apple products are powerful yet simple. Their user interfaces are so easy to use that children operate them.

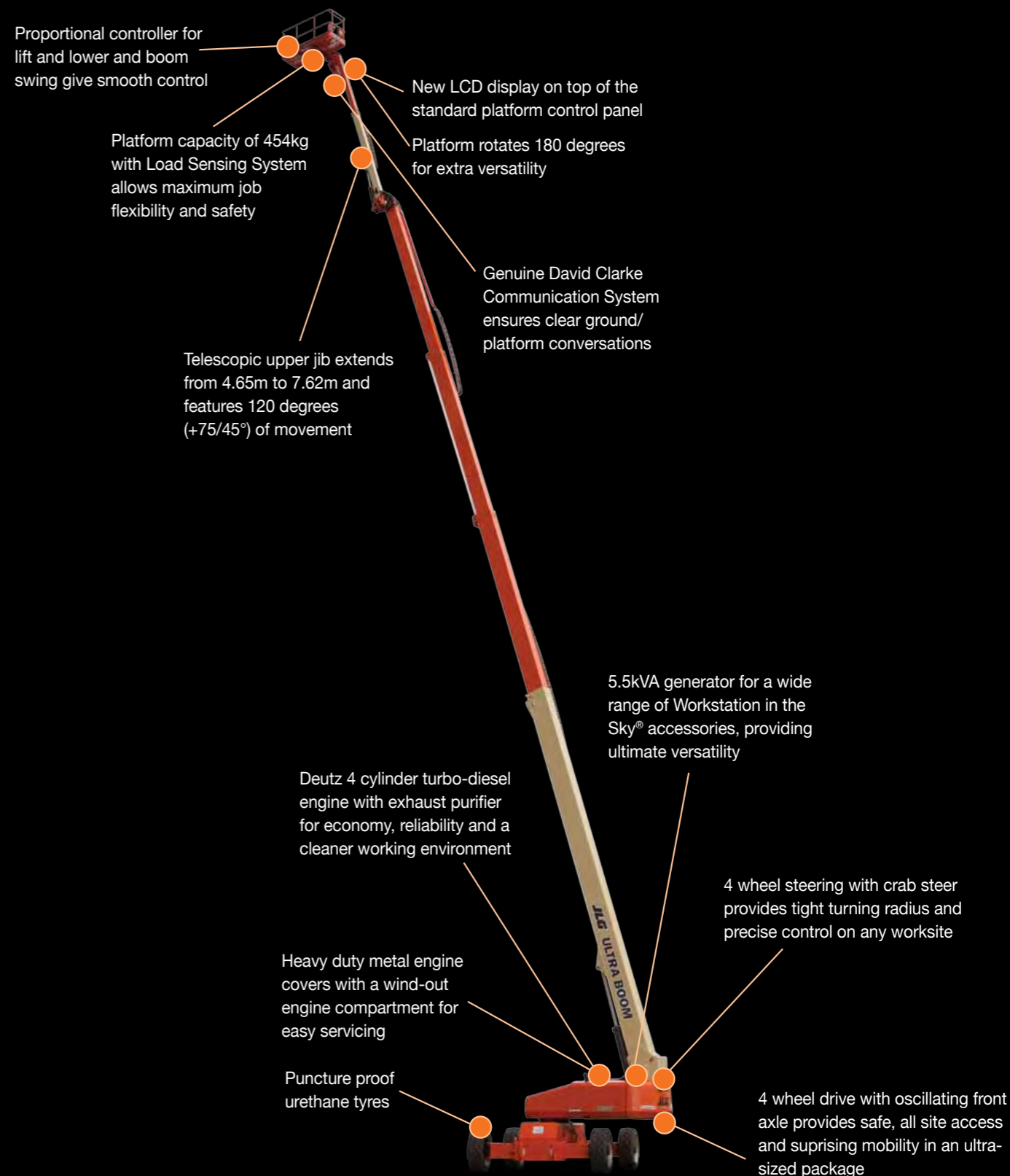
Recognise the experience of using your product is just as important as how it works. It might be powerful, but if it doesn't "just work" you're wasting your time.

Be in control of your message

One of Apple's biggest successes is its ability to control a cohesive message and brand. Jobs steered the Brand from a complicated, unattractive mess to one intrinsically linked with attractive, simple design. The lesson? Less is more.

Controlling your company's message is critical to good innovation. Building a brand helps cement your company in the minds of customers and that message needs to permeate your entire business and its values.

Innovating also means creating a cohesive message. Too many businesses fail because they don't have a singular vision. Build one and ensure it stays intact.



SPECIFICATIONS

Dimensions:		Platform Capacity:	230kg/450kg
Maximum Platform Height (unrestricted)	45.75m	Platform Size (W x L):	0.91m x 2.44m
Maximum Platform Height (restricted)	39.67m	Overall Width with Axle Extended:	3.81m
Maximum Horizontal Outreach (unrestricted)	24.38m	Stowed Vehicle Length:	18.81m
Maximum Horizontal Outreach (restricted)	19.79m	Stowed Vehicle Height:	3.05m
Ground Clearance	0.30m	Operating Weight:	21,772kg

1500SJ

GROUND SUPPORT PUTTING YOUR WORK ABOVE EVERYTHING.



When it comes to JLG Ground Support it's all about you: your productivity, profitability and uptime – from the purchase of your first piece of equipment through to training, parts and maintenance.

Your needs. Your uptime. JLG is on the job to fulfill your every need, from repair, reconditioning, same-day parts and much more. We're here to support you.

FOR ALL YOUR JLG NEEDS INCLUDING:

New Equipment

Used Equipment

Financial Solutions

Parts

Service & Repairs

Refurbishments

Tech Support

Training

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