

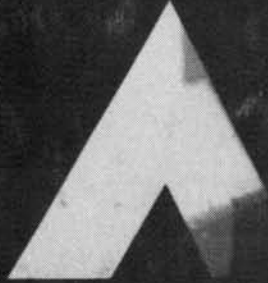
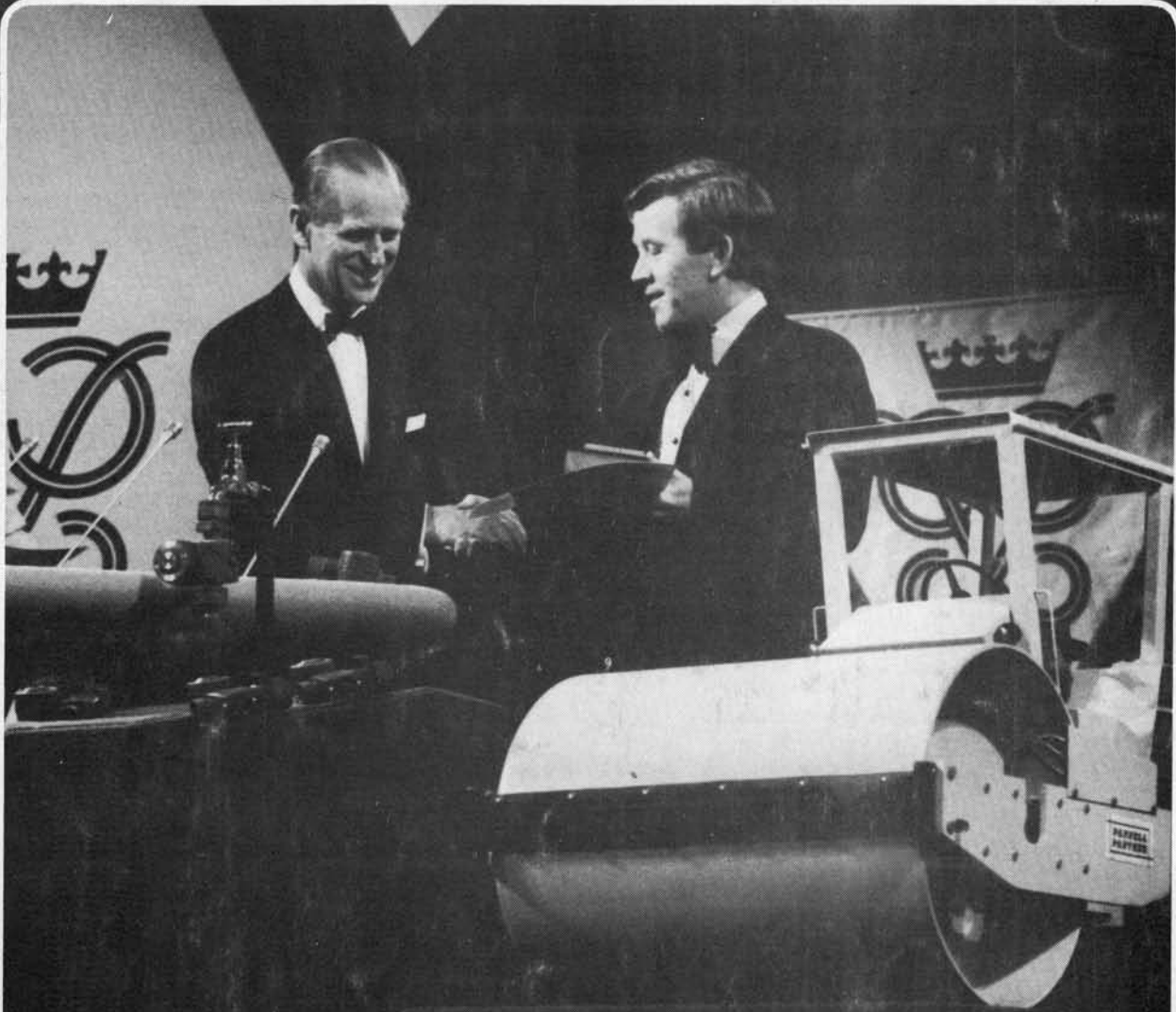
HIRE & RENTAL

AUSTRALASIA

Volume 2 Number 10 1981.

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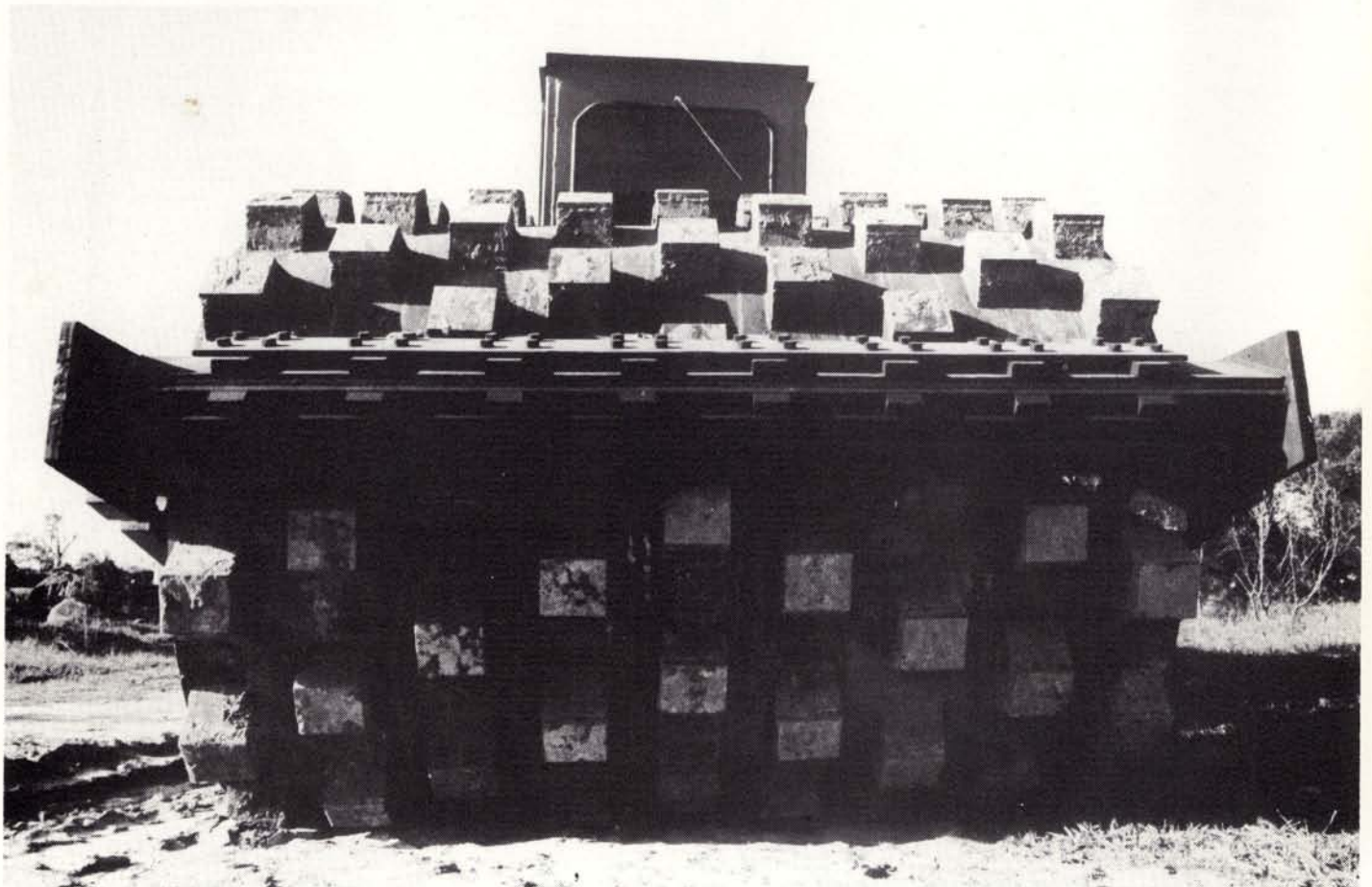
OFFICIAL JOURNAL OF THE HIRE ASSOCIATION OF AUSTRALIA AND HIRE SERVICES ASSOCIATION OF NEW ZEALAND INC.



Chris Pannell
Pannell Plant
Wyong NSW



Chris Pannell officially handing over the keys to Eric Vortuni, National Operations Manager of the Active Hire division of Brambles Industries.



A crushing view of the award-winning Compactor in action.

MAN OF THE MONTH

Chris Pannell has THE ANSWER TO A HIRE COMPANY'S PRAYER

All you ever wanted but
didn't dare to hope for in a
road roller for rent

Pictured on our front cover is Chris Pannell, of Pannell Plant Engineers Pty. Ltd., receiving his award in the 1981 Prince Philip Prize for Australian Design from the hands of H.R.H. himself.

As the designer and manufacturer of the outstandingly successful "Panther" series of self-propelled vibrating road rollers, Chris has been having a prize-winning year. He has also collected the Industrial Design Council's Australian Design Award and a Special Citation in the BHP Australian Steel Award for innovation in steel use and design.

So — the design experts like Panthers. But what's in it for the hire and rental industry?

\$1 million investment in profitability

For an answer to that question listen to Eric Vortuni, National Operation Manager of Active Hire. A Division of Brambles Industries, and Australia's largest equipment hire organisation. Active Hire recently placed an order for Pannell Plant equipment that runs into something more than \$1 million.

"Like everyone else in the business," says Vortuni, "we're concerned to stock equipment that will enable us to service our clients efficiently and to their satisfaction and also make a profit.

"We were looking for soil and asphalt compaction machinery that would offer economical operation combined with reliable performance, versatility to meet a variety of situations and conditions, and the highest possible degree of user safety. Exhaustive investigation of the various units available, including several high-priced machines from overseas manufacturers, convinced us that the Australian-developed Panther series was far and away the pick of the bunch as far as meeting all our requirements was concerned."

Hire & Rental Australasia



Prince Philip Prize
for Australian Design
1981

Value for money brought meteoric success

Panther superiority over established American and European competitors is borne out by the sales records supplied by Chris Pannell himself. How has this dynamic engineer/entrepreneur brought his product to such a pinnacle of acceptance by the heavy construction industry in both the public and the private sectors in the short space of only three years since its conception in 1978?

The short answer is through sheer hard work, a touch of genius, overwhelming enthusiasm and the abiding conviction that only by utilising the most up-to-the-minute technology and components can you come up with a quality machine that gives real value for money.

The Deutz diesel engine, for example, has the lowest fuel consumption for power output. The Volvo hydraulic drive lines are another energy saver: the volumetric efficiency of the Volvo "F" series motor is 98.4-99.6% compared to 78-90% of the average gear pump and motor.

Maintenance costs are lower, not simply because the machine is ruggedly built to go on working efficiently long after others have packed it in, but because its skilful design reduces the number of service-prone parts and also makes them easy to get at. The vibrator system itself, a vital factor in the whole performance package, has only half the number of wearing parts found on other rollers of similar capacities.

Other maintenance advantages are:

- Only two filter cartridges for routine maintenance.
- Four washable filters protect the hydraulic system.
- One-piece vibrator system fully sealed for life.
- An oil bath lubricates the drum bearings and travel bearings, and the dual amplitude system.
- Test points provided for hydraulic checks.
- Fully sealed articulated joint spherical plain bearings.
- Rubber-in-shear frame suspension.

Reliable performance vital to return on investment

As every plant hire manager knows, a key to profitable "repeat" business is being able to supply equipment with the strength to take the solid punishment that comes the way of machinery operated by a succession of different hands — with varying degrees of skill. Pannell Plant's advanced engineering design and procedures, precision manufacturing equipment, and strict quality control in both components and production ensure maximum strength and stability in the finished product.

As far back as the 1940s it was recognised that in terms of compaction efficiency the vibrating roller had it all over the deadweight roller, achieving better compaction to a greater depth. The true measure of vibrating compactor performance lies in how many cubic metres of material it can tamp to the required pavement density and strength in a given time. Obviously, a machine that can achieve the requisite density with four passes of the roller at 6km/h travel speed is doubling the output of one that has to reduce travel speed to only 3km/h to achieve the same result. The additional output spells extra profit to the operator.

All of the 16 models in the Panther series — and they range from six to 20 tonnes — are engineered to give maximum compaction effort, commensurate with their size, while operating at maximum safe working speed.



Prior to delivery all equipment is fully checked and put through rigorous testing procedures (as pictured here), on a special area adjacent to Pannell Plant's factory at Wyong.

Versatility from modular design

With such a range to choose from you would expect to find Pannell road rollers thumping their way through a wide variety of heavy construction jobs — and so they are — from Arnhem Land to Tasmania, from the eastern tip of Queensland to westernmost Western Australia.

In Pannell's own enthusiastic words: "Roads and expressways, dams, harbours, airfields, building construction sites — you name it and there's a Pannell Plant unit to fill the bill, no matter what the climatic conditions or whether the material they have to work in is clay, silt, gravel, sand or boulders, on flat ground or the steepest grades. Some models have dual amplitude adjustment to switch from the higher impact force needed for in-depth compaction, especially on coarse materials, to the lower force required for surface tamping of thin layers of finer materials.

"Modular construction provides built-in versatility in the individual machines. For instance, the conventional smooth drum is easily interchangeable with a tamping foot drum because both are made in the same modular widths from 1800 to 2400mm. Alternatively, there are three-section tamping foot shells that can be simply bolted on to the smooth drum to effect a quick conversion. A bonus of this is an automatic increase in drum mass, and, hence, improved compaction effort."

In fact, the modular concept opens up extremely useful avenues of adaptability to enable a machine to be modified over a period of time to meet changing job requirements. To take a typical example,

to a basic two-wheel drive unit with a smooth drum may be added a drum-drive module for work in arduous conditions, bolt-on tamping foot shells, and a ROPS canopy, or full cabin if desired, for the driver's greater comfort.

On all Panther models other factors affecting the comfort of the operator include excellent visibility from the central driving seat, relatively low noise levels, minimum discomfort from vibrations because of optimum isolation of engine and drum from frame and roll assembly, single-lever driving controls for speed, direction and instant availability of high speed since there is no gear to shift. (With Panther, remember, the drive from each motor is direct to wheel or drum. There is no gearbox).

User safety paramount

If there is one feature of the Panther rollers that inspires the plant hire industry with confidence more than any other it is the braking system.

All 16 Panther models have dual wheel-motor drive, a safety feature in the transmission design that ensures constant connection between engine and wheels. This means an enormously increased service braking capability compared with the less advanced type of roller having a typical three-speed crash type gearbox.

This unique Panther "constant mesh, big pump drive" gives the operator safe control at all speeds ("freewheel" condition cannot occur) and ensures the service braking torque remains the same on uphill and downhill grades. In fact, it will brake the wheels on grades up to 30%.

In addition, the Panther triple-braking mode includes the normal parking brake plus the emergency fail-safe braking system in which massive direct-acting, spring-applied drum brakes lock automatically in the event of hydraulic or power failures. The spring brakes are always actuated whenever the engine is stopped.

So, it's obvious that with Panther machines the fear of accidental "runaway", the bugbear of heavy equipment owners and operators, is eliminated.

Australian-made for Australian conditions

Formed in 1973, Pannell Plant Pty. Ltd., started life with little capital but lots of engineering expertise in a small tin shed in one of Sydney's outer suburbs. Today, its products in all their engineering excellence, come out of a plant occupying 10,000 square metres of an industrial estate at Wyong on the New South Wales Central Coast, not far north of Sydney.

Chris Pannell himself arrived in Australia in the early 1960s, having worked in England with Australian-born engineer John Peel Hall, who designed and developed the first commercially produced vibrating rollers during the 40s and 50s. Chris's assignment then was to make design judgments relative to producing compaction equipment suitable for operation in all parts of this continent, from the arid dust and heat of the Western Australian desert country to the freezing cold of the Snowy Mountains in winter. He was thus the first engineer to design compaction machinery specifically for Australia's rigorous climatic conditions, continuously improving on Hall's early models — another good reason for Panther rollers' success: they're working on their native soil, so to speak.

Footnote: Who says there's nothing to heredity? Chris Pannell's grandfather had his engineering training with Sir James C. Inglis, successor to I.K. Brunel, the 18th century's pioneering whiz kid of engineering design. An uncle, J.P.M. Pannell, was Chief Engineer to Southampton Harbour Board. Chris's father, a member of the Institute of Plant Engineers, was Plant Manager for Costain Ltd in London before founding Pannell Plant Ltd. in England in 1952.

Chris is naturally the first to admit that such a family background must have had some bearing on what he concedes is a phenomenal success story. But as he looks out from his home at Berkeley Vale in the beautiful Tuggerah Lake district, across the wide open spaces toward his Wyong works just ten minutes' drive away, you sense that it doesn't stop here in Australia. Indeed, we understand that negotiations are already under way for Panther rollers to be made under licence in several other world markets.

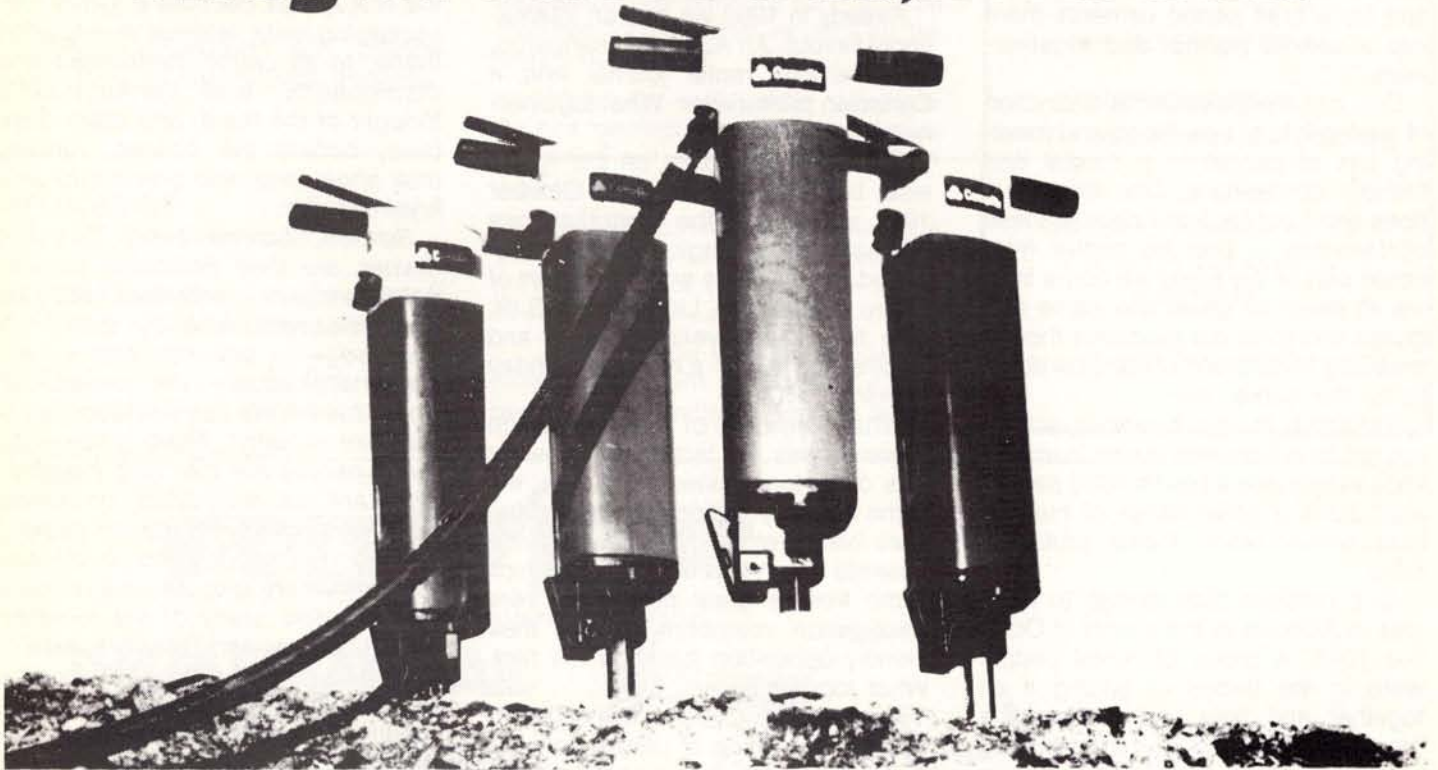
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Hire & Rental Australasia

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CONVENTIONALLY OURS

Having just spent a fruitful week at the recent Melbourne convention my thoughts turned over as to what was this all about. What brings all these people together from far and wide, and for a brief period cements them into a unit of warmth and togetherness.

One has the pleasurable distinction of seeing lots of new faces and meeting lots of people in a cordial and friendly atmosphere. One thing that does shine out loud and clear at these conferences is that no matter from which part of the world we come from we all seem to speak the same language and even our problems though breeding in different continents seem to be the same.

Problems in our business activity are not found anywhere else in such a wide variety and a hire-minded person must have a great sense of humour built within when these problems arise.

One problem that springs to mind was in America in the month of October 1963. A group of rental people were in the throes of getting it all together and they had produced a monthly journal for the rental market called **Rent-All** and they had a problem.

Rent-all had a new mascot and alas it had no name. The mascot was a kangaroo and a \$50.00 bond was offered as a prize for a suitable name for the kangaroo.

Three months later the competition finished and the kangaroo was given

an identity. It was called Hoppy and the problem was solved. The winner was a Canadian operator and a sketch complete with a limerick appeared in the January issue.

Already in 1963 we had an international flavour. An Australian kangaroo, an American rental journal and a Canadian prizewinner. What togetherness!

That was a problem on the lighter side, but closer to home in October 1977 we read in the Australian hire magazine of a tragic fire that destroyed the buildings and equipment of a hire operator in Lidcombe N.S.W. This fire erased years of work and stabilisation by 2 a.m. one Sunday morning.

What came out of this destruction however was the fact that the owner was open for business at 8 a.m. the same morning re-hiring the goods that were being returned. This was made possible by an impressive help which came from a great number of Hire Association members to get their friendly opposition back on his feet. What togetherness!

And what brings about this togetherness. It is a union of people called a Hire Association. It calls us from home and overseas. This Association with our counterpart Associations from over the seas are good Associations and we must keep them that way.

They brought us together at the Melbourne conference and our knowledge and friendships have expanded. They are in fact conventionally ours.

Peter Lawrence

The Editor
Hire and Rental Australasia.

Sir,

Because the far reaching minds of certain Hire personalities, saw the need of a concerted approach to common Hire problems, and the need to serve the Industry as a whole, the H.A. was formed and moved rapidly to its present strength, The H.A. of Australia and New Zealand.

Fundamentally, it is composed of, in the main, by very successful Hire Owners, to most of whom, generally, the H.A.A. has become a symbol for socialising only, without much effort made, to its cause, betterment and continuance, with certainly little thought of the team, and team Captains, behind the scenes, running their show, and who give it total and loyal support.

So too, behind every Director-Owner, are their dedicated personnel, managers, controllers, advisers and salesmen, who by their very knowledge — attitudes and experience, are usually the people responsible for the rise and success of the 'Hire Industry'. There is no doubt, these people are the 'Hire Industry'. They are not misguided, unionised, left wing complexed, trouble seeking no hopers. They are Hire, in the one Industry where disputes are unheard of. Yet! How many of the forementioned Owners and Directors, think to furnish invitations to their key personnel, to participate in, or attend H.A.A. meetings and functions, and how many encourage participation within the H.A. itself.

As a mere salaried employee, who has spent very many years within the Hire Industry, I together with my counterparts and friends from other firms, do depend upon the "CHARITY" of our employers to attend meetings and functions. If this "CHARITY" is not forthcoming, then we as the great majority and backbone of the Industry, have no say whatsoever, in things which mainly concern us, nor do we ever get to meet our competitive friends in a social atmosphere.

With more charitable owners, ensuring that interested personnel could attend these functions and meetings, the H.A.A. would greatly benefit.

My apologies to the host of friends I didn't meet at our Convention in Melbourne. I am sorry. Charity didn't begin at home for me either.

Harry Curry
Hire Development Manager
Donpra Industries.

ARA MIAMI CONVENTION

14th — 18th MARCH, 1982.

For all
Registration and Programme particulars

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RENTAL CENTRE COMPUTERS

Peter Furbush will discuss computers in the Rental Industry.

MELBOURNE February 4
V.H. & R.A. Construction Meeting

SYDNEY February 9
HANSW - 1982 Management Workshop

PERTH February
HAWA - Meeting

Peter, owner of Tool Crib Equipment Rentals, U.S.A., developed the internationally installed RIMS (Rental Industry Management Systems), the first counter-to-ledger computer controls to be produced for the rental industry by the rental industry itself.

Peter has been invited to address the hire meetings shown above to discuss computers and their role in the rental business, with Australian hiremen.

In conjunction with I B M Australia Ltd., Peter will also provide practical demonstrations of the System in operation for interested parties.

Peter will be known to readers of Rental Equipment Register for his regular feature article - Systems Savvy.



See you at Surfers!

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AND EQUIPMENT EXHIBITION**

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"An insight on how associations are able to increase market share of purchasing by tender and co-ordinating purchasing power with the benefits of flow-on to manufacturers."

Tendering For Profit.



Chris Drysdale

A precis of a convention paper presented by Mr. Chris Drysdale, Manager Southern Region, Rover Scott Bonnar.

As marketplaces become more competitive, we have seen the emergence of franchising of Associations with organized buying groups.

The basic reason why these Organisations have blossomed is the need for the small businessman and independent operator to survive in a continuing era of increased competition. A few dominant organisations who originally set the trend in organized purchasing were K-Mart, Repco, the Myer Organisation. There are many other well-known examples.

Whilst retailers have set the trend gradually, other areas of merchandising have become involved in associations for purchasing. Here the examples vary:

McDonalds
Mower Specialists Association
Flag Hotels
Toy World
Collier Tools
Hardware Groups

The above examples are retailers or associations with purchasing outlets which are operated by the individual operators.

As far as the Rental Industry is concerned, there are many more complex problems in just starting to purchase on a group basis.

Firstly you have an enormous amount of line items, so for the purpose of today's discussion, I will endeavour to create certain talking points whereby group discussion will open up some possible potential areas. Whilst the types of product used by the Rental Industry are very diverse and in many ways very complex products, there are certain avenues which, over a period of some years could be developed. The important thing is not to be successful too quickly.

What one has to do is set out some basic ground rules of what we aim to be in say two to three years time, but more importantly where are you at right now in your own business, or what I should say is what business are you in?

HIRE or RENT

From observation, most of the organisations which you represent use the word "hire". I believe this to be the starting point of the re-direction of image, and if we make a comparison of those who hire and those who rent, you will see that the people who rent have a very progressive image to promotion.

Those who Project the Image of Renting

The Car Industry Rents
The Housing Industry Rents

Those who Project the Image of Hiring

The Hire Industry Hires
Chauffer-Driven Cars are Hired
Finance Companies Hire Money

In my view the word "hire" indicates you are up for more money. If you look at the hire car, you have a chauffer driven car which costs more than going to a car rental company and driving yourself.

Hire Purchase Companies are notoriously known for high interest rates. Further, the word here, in my view has a negative meaning. For the purpose of talking about hiring and renting, is basically aimed at creating a vehicle to broaden the rental industry image, because if you are going to start buying at a lower cost you must also promote with an improved image, because buying and promotion are clearly linked. There is an old saying "There is no point in purchasing anything unless you know how you are going to get rid of it." Whereas in the case of the Rental Industry, if you purchase an item it should be viewed with regards to having an increase in the number of rentals.

One of the first ways you are going to increase your rentals is by lowering your rental cost. For example, if you can reduce the rental on \$100 item and rent it for \$90, you immediately make yourself more competitive, but more importantly, you increase your customer potential by earning up to 5%, because a number of your rental customers are prepared to pay \$X to rent, but beyond that, they will then consider purchasing rather than renting a more attractive proposition.

This is where I come to the crux of purchasing power and as I see it your organisation should seriously be considering giving more attention to the methods of increasing or co-ordinating your purchases.

INCREASED PURCHASING POWER

Now I would like to run through some of the ways increased purchasing power can be created.

One of the biggest problems you will face by going to manufacturers, is that you do not fit into many manufacturers marketing policies.

Usually the manufacturer or distributor will make valid excuses relating to his marketing policies, or he does not have the vehicle to cater for the Rental Industry at present, and I speak from personal experience.

Where an organisation has 75%-80% of its business well and truly locked up on an organized distribution basis, why should he jeopardize a flirtation for the 20%-25% potential, while running the risk of eroding his established marketplace. There are many Companies who would like to do business with the Rental Industry on an organized business but because of what I have just outlined, many Companies are unable to see their way around the problem.

My training has been one of being a progressive marketer, and in recent years we have, as a Company, developed a very solid arrangement with an association, Mower Specialists Association of Australia, and have developed committal buying and tendering, and I see no reason why the Rental Industry should not support the tendering of certain products and get the taste of some success and also experience. As I see it, this would be the starting point for your members to increase their purchasing power.

BASIC GUIDELINES TO INCREASE PURCHASING POWER

1. You would need to have the general consensus of all members with the principle of increasing purchasing power as the way to go.
2. Assuming we use a hypothetical figure of 100 million dollar purchases for the Rental Industry per annum, and within those perimeters 1,000 line items are represented.
3. I have already said we should proceed with caution. If we take 10% of the line items and survey your industry, you will then get some common products which can be group purchases or tendered for. Therefore the majority of items will not be even considered for group purchase in the initial stages.
4. A negotiating committee will then set a target of increased purchasing power over those 100 line items — approximately 10%-15%, and the overall effect should be a nett saving of one million dollars. I believe these figures to be extremely conservative and the savings could even be greater, so the secret is to start selling with a few products and be successful.

WHAT ARE THE ADVANTAGES FOR THE MANUFACTURER OR DISTRIBUTOR?

By going to tender, through the vehicle of the rental magazine or the press, and manufacturers usually have it within their marketing policy to reserve the right to quote on public tenders. This then allows them to view the Rental Industry in a different light. If there are clear schedule of volume and deliveries negotiated for tender, there can be numerous advantages for any manufacturer or distributor. Some of these are:

1. A known quantity;
2. Schedule of deliveries;
3. Manufacturer has an option of analysing the schedule which can be spread over some of his 'down' months, thus helping his overhead costs in lean times;
4. In today's economic climate, most manufacturers welcome forward planning and committal of sales so that they can achieve the greatest scale economy.

All these headings assist in reducing prices.

There are also some disadvantages for the manufacturer in the early stages and it should be pointed out

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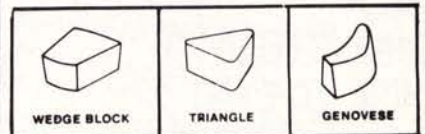
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that the first thing the manufacturer wants to know is when do I get paid. There is some evidence, on observation of the Rental Industry, that the credit rating of the industry would have to be improved, or some of the risks eliminated by factoring committal buys on a planned basis through the Merchant Bank or other Financial Institution. There are other possibilities such as dating terms, where a committal buy is made, and over a period of six months a third is paid on order, two progress payments over a period or for an exceptional proposition, a cash with order proposition can be highly successful.

If the negotiating Committee is successful they may even be able to negotiate rebates based on industrial performance.

In summary, I have endeavoured to project food for thought, create an avenue for discussion and also show some of the possibilities for further real growth with what must be one of the most exciting industries, not only in Australia but in the world today, because as the consumer dollar actually declines, the need for temporary use of product will increase.

Whilst many of you are basically in the construction field, one of your own diversification programmes could be a

more consumer orientated industry, because that is where some of the real growth will come through in the next decade.

As an example of an association which was highly fragmented, I use as an example the Mower Specialists Association of Australia, who have approximately 300 outlets. Twelve years ago represented virtually no market share and today commands 30% of the Australian Lawn and Garden Care market, from nothing to where they stand today.

It has been my pleasure to have been associated with a considerable amount of that growth. Their growth has come about because of cohesion within their organisation, establishing realistic positions with manufacturers within the industry and having a strong marketing plan to achieve their objectives. Increased profitability has come over the last three years because of the tendering and committal buying situation.

Finally, you will have more success if you want to go ahead with better buying opportunities by having a National umbrella with the effective action at State level. This can be best discussed in a further session. The rules should be kept very simple if you want to succeed.

Circle 67 Reader Service Card

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HIRE CO. COME + BORROW

HONEST JOHN'S
RENTAL YARD
HIRE ANYTHING AND
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YES, HIRE
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THE LINCOLN ELECTRIC COMPANY (AUSTRALIA) PTY. LIMITED

35 Bryant Street, Padstow, Sydney, NSW 2211.
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LE100.FPS&P



Circle 31 on Reader Service Card

Mikasa

CHOOSE THE **RELIABLE** RAMMERS AND PLATE COMPACTORS ...



Mikasa rammers offer a range for all applications. Choose from 3 models including the MTR-80 (illustrated), MTR-55 and MTR-120.

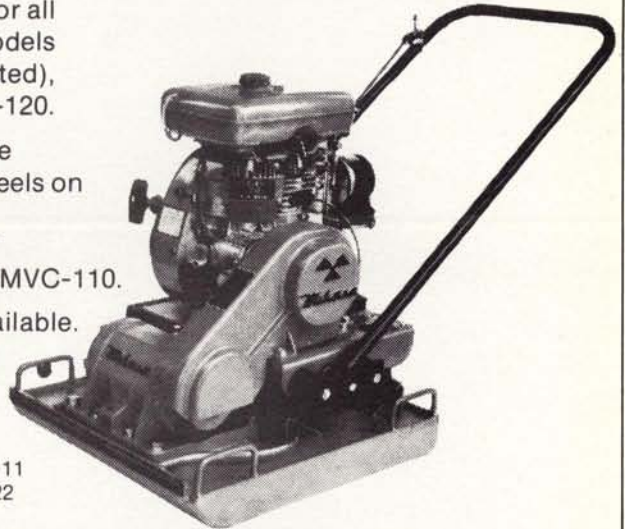
Mikasa offer the easy site mobility of transport wheels on their plate compactors. Specify model MVC90F (illustrated) or the larger MVC-110.

Concrete vibrators and pumps also available.

ANI PERKINS

A division of The ANI Corporation Limited
(Incorporated in N.S.W.)

- Sydney 648 4088 • Melbourne 795 5111
- Brisbane 275 1766 • Adelaide 277 2322
- Perth 277 4888.



Circle 22 on Reader Service Card



HITACHI

355mm (14")

HU-14

CUT-OFF MACHINES

an ideal rental tool.

specifications

Capacity:

Bar Dia. 65 mm (2-9/16")
Pipe Dia. 114.3 mm (4-1/2")
Shape Steel: 130 x 130 mm
(5-1/8" x 5-1/8")

Power Input: 2,000 W

Power Output: 820 W

No-Load Speed: 4,200/min.

Full-Load Speed: 2,900/min.

Dimensions (W x L x H):

315 x 540 x 615 mm
(12-3/8 x 21-3/8 x 24-3/16")
17.5 kg (38.5 lbs.)

Weight:

Standard Accessories

1 Cut-off Wheel, 1 Hexagon Bar Wrench,
1 Bar Wrench (6 mm).

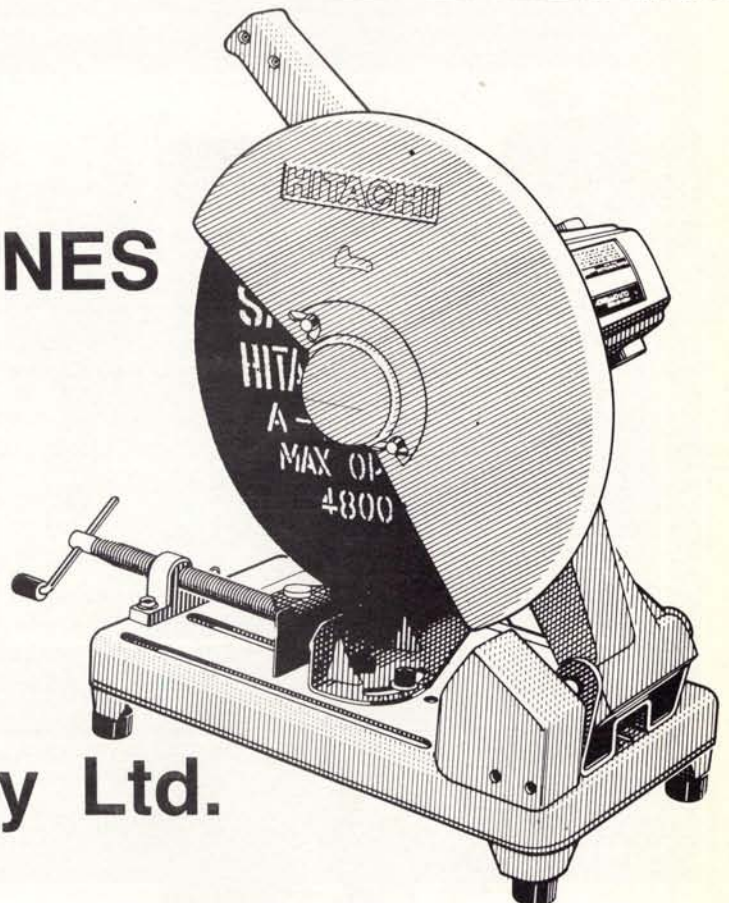
Available from:

Builders Aids Pty Ltd.

10 Manningham Road

P. O. Box 136 Bulleen 3105

Telephone (03) 850 2316



HITACHI.PRECISION POWER.

Circle 103 on Reader Service Card.

PARTY HIRE TRAINING SEMINAR

April 20-22nd 1982 Hyatt Kingsgate, Sydney.

American Party Rental personality Patti Combs will conduct a Party Hire Training Seminar at the Hyatt Kingsgate Hotel, Sydney — April 20, 21 and 22nd 1982.

The subject matter consists of "All there is to know about party hire", says Patti.

"It will advance anyone's knowledge already in the business and would be very helpful to anyone in plant hire considering getting involved in a small way before going full force."

Each registrant will receive a study book containing idea pages, reprints and other useful material. They will also learn about developing the "one stop Party Shop" merchandise sales relating to party rentals, showroom and window decorating, consulting, price and rate setting, how to make reservations, ideas for efficient warehousing and delivery, tips on linen and tent rentals, the importance of belong-

ing to a trade association, "and many others".

Anyone wishing to attend should register as soon as possible. The registration fee is A\$500.00 per person for three full days of classes. Lunches will be included and served on the premises, plus a get acquainted cocktail party.

When making airline reservations, Patti recommends taking a late night flight on the last day or staying until the following day. The seminar often runs late on the last day.

P.S. For further information or to make a reservation please contact Brian Elms — C/- Box 136 — Bulleen 3105, Australia. Telephone (03) 850 2316.

PARTY HIRE TRAINING SEMINAR

- | | |
|---|---|
| I. ATTITUDES/LATITUDES | (b) Window displays |
| II. MARKETING NEW PRODUCTS AND IDEAS | (c) How to skirt a table |
| III. MAXIMIZING YOUR ADVERTISING PERFORMANCE | XIII. HOW TO BE A CONSULTANT |
| (a) Public Relations | (a) How to scale draw a party |
| IV. SUCCESSFUL SELLING TECHNIQUES RELATING TO PARTY RENTALS | (b) Importance of instruction sheets |
| V. TELEPHONE TECHNIQUES | (c) Bridal and entertainment library |
| VI. HANDLING CUSTOMER COMPLAINTS | XIV. SHOWBUSINESS |
| VII. IMPORTANCE OF SPECIALIZATION, STORE NAME, & LOCATION | (a) Capturing the wedding rental market |
| VIII. PURCHASING | (b) Home shows |
| IX. BEGINNING INVENTORY | (c) Grand openings and promotions |
| X. RATE & PRICE SETTING | XV. LINEN RENTALS |
| (a) Contracts | (a) Laundry tips |
| (b) Damage Waiver | (b) Stain removal |
| (c) Let's make a price list | XVI. TIPS ON TENT RENTALS |
| XI. HOW TO DEVELOP A "ONE STOP PARTY SHOP" | XVII. HOW TO MAKE AND HONOR RESERVATIONS |
| (a) Merchandise sales that tie in with party rentals | XVIII. IDEAS FOR EFFICIENT WAREHOUSING AND DELIVERY |
| (b) Profits from imprinting . . . (demonstration) | (a) Importance of a packaging program . . . (demonstration) |
| XII. DISPLAY YOUR BUSINESS | (b) Care and maintenance of silver . . . (demonstration) |
| (a) Showrom decorating | XIX. IMPORTANCE OF BELONGING TO A TRADE ASSOCIATION |
| | XX. GENERAL RAP SESSION |

REGISTRATION FORM

Brian Elms
Hire & Rental Australasia
P.O. Box 136
BULLEEN 3105 Australia.
Please book delegates for the
**Party Hire Training Seminar April 20,
21 and 22nd 1982**

Names

Company

Address

Enclosed cheque for delegates at
A\$500 each

Please reserve accommodation at the
Hyatt Kingsgate Hotel, Sydney
..... only Single Rooms
..... only Twin/Double Rooms
Arrival date Departure date
.....

All accommodation payments to be
made directly to the hotel.

* Special seminar tariff applies.

**REGISTRATION DEADLINE
1st FEBRUARY 1982**



Flextool
50 mm 212 Submersible Pump
Flexible shaft drive
Pumps mud, sludge, oil
Totally self-priming
Highly choke resistant
No costly suction hose

Designed and
manufactured by
Flextool (Aust.) Pty. Ltd.

Circle 87 on Reader Service Card

"A COMPUTER CAN BE THE BIGGEST WHITE ELEPHANT IN YOUR CENTER ...UNLESS IT'S SET UP TO DO YOUR KIND OF JOB!"



Peter Furbush, owner of Tool Crib Inc., and developer of the RIMS Rental Industry Management Systems.

"To make money in this business, your computer has to be fine-tuned to the special inventory tracking and accounting needs of the rental industry...or it can turn into just another piece of equipment that won't pay its own way.

"RIMS will—a fact proven in installations coast to coast. Because *Rental Industry Management Systems* is the first workable computer system to come out of the industry itself.

Developed on the job. RIMS offers you a fully-integrated inventory control and record-keeping system that's not based on ivory-tower theories, but on nine years' trial and error development in the real world. A user-proven system constantly upgraded and improved during the demanding day-to-day operations of our own rapidly expanding rental business.

"To make it the most practical, more complete, most profit-oriented system available today:

"In our first year of RIMS use alone, we averaged an *additional 16% income per contract*. In a high-volume, high-ticket operation, that adds up to big bucks. Fast.

RIMS puts a 24-hour watchdog on costs. Healthy profit margins depend upon maintaining high utilization in all equipment categories. RIMS helps by keeping accurate track of every fixed asset—a running record of thousands of individual items and their constantly changing status:

"Like frequency of usage, depreciation and maintenance—including a log of maintenance schedules and expense for parts, materials and labor.

"RIMS cuts down manual detail work as well. Writes up contracts and orders on the spot while running customer credit checks. With all information stored in the system for accounting: to produce daily and monthly income reports, monthly statements, plus full accounts receivable, general ledger and accounts payable reports.

"All constantly updated, completely up to the minute...you've got the state of your business at your fingertips around the clock.

"And if you're into *equipment sales* too, we've developed Sales Inventory options in the RIMS program packages.

Installed ready to go. Suitable for any size rental (and sales) business from \$500,000 annual gross on up, your RIMS system works with IBM System/34 computer hardware requiring no special technical skills to operate.

"We supervise system installation and training of your personnel, and provide on-going system support. *RIMS field services are available throughout the U.S. and Canada*—to keep you up and running...and up to date on all system improvements and modifications.

"If you're ready to cut a white elephant down to size, send the coupon below for full details. Or call me, Peter Furbush, or Galen Uptgraft, Marketing Manager, at (213) 449-3180."

RIMS: Rental Industry Management Systems—the first produced by the industry itself.

Please send full details on RIMS' management cost-control advantages.

Call me for immediate consultation.

Tel: (_____) _____

Name _____

Company _____

Street _____

City _____ State _____ Zip _____

Return coupon to: RIMS, 755 South Arroyo Parkway, Pasadena, CA 91105. (213) 449-3180.

RIMS

Maintaining Profits

The basic principle of business is, in itself, a rather simple one: more money should come in than goes out. But, trying to make that basic principle into a day-to-day reality is, of course, easier said than done.

Often Rental people are quick to make price adjustments or offer discounts or credit arrangements as an added incentive to use their company rather than a competing firm. Unfortunately, however, most of them do this as a knee-jerk reaction to increasing financial pressures and competition without a full knowledge of the true

results that these actions will bring. Discounts and "special prices" are always a big favorite for getting extra business, right? By lowering the price a bit you may cut into your profit margin a smidge, but it's still better to have the additional cash flow, wouldn't you think?



MANG JR2000 ROTARY HOE

Every hire yard should have one!

Mang is designed to provide high profit, because Mang requires low maintenance.

Built for professional use, Mang will withstand amateur abuse.

ORDER NOW TO AVOID DISAPPOINTMENT.

A & N EQUIPMENT PTY. LTD.



19 Manton Road, South Oakleigh 3167
Telephone (03) 544 4066

Well, recent figures published by the North Carolina Merchants Association reveal that (assuming you want to maintain a 20% profit margin, which is not all that great) a modest 5% cut in your prices will actually require that you increase your volume by a full 33%. In order to sustain the same profit margin with a 10% cut in your price, you'll have to increase your volume by 100%. And, if you are ever tempted to drop your price by 15%, just consider the fact that you would have to increase your volume by 300% just to keep your profits at the same level!

Past due accounts can also wreak more havoc on your financial picture than most portable sanitation contractors realize. Credit authorities report that, with all current monetary factors and operating costs taken into account, a 60-day past due account yields only 90c for each dollar billed. Make that time period six months, and it slips down to 75c. And, an invoice collected after one year yields only 60c for each dollar billed. They're not saying that your chances of collecting that dollar after a year are only 60%: what they are saying is that if you **do** collect the full amount, that dollar is really worth only '60c when you take into consideration' inflation, interest lost, billing and administrative costs, etc.

Price adjustments are most often the businessman's last bastion in the war against inflation, operating costs, and slow collections. And whether they are adjusted down (to generate more activity), or up (to generate more money), the impact — even with very modest numbers — can be surprising. The following list may prove helpful should you be looking for increased profits in the months ahead:

If you want to maintain a 20% profit margin, a 3% increase in price will provide the same profit on 90.0% of the same volume;

A 5% price increase provides the same profit on 83.5% of the same volume;

A 10% price increase provides the same profit on 71.5% of the same volume;

A 15% price increase provides the same profit on 62.5% of the same volume;

A 20% price increase provides the same profit on 55.5% of the same volume.

It might pay you to do some arithmetic to determine just what a cut — or an increase — in price will do to **your** required profit margin. Can you afford **not** to?

Briefly . . .

W.A. Rental Duty Up

On and after 1st December 1981 the rate of duty applicable to rental businesses in Western Australia will be 1.8% (up from 1.5%).

N.T. Rental Duty Up

There has been an increase in the rate of rental duty in the Northern Territory from 1% to 1.5%

A.W.M. Enters Rental Market

Effective 1-11-81 A.W.M. Electrical Wholesalers Pty. Ltd., in conjunction with U-Hire Pty. Ltd., will offer a complete tool and equipment hire service to customers.

Fake licences bluff police

Forged Victorian driving licences have bluffed police three times within the past two months.

The forgeries, which were produced by motorists at the request of police, were nearly perfect, their falseness revealed only by a slight blurring. Motor Registration Board checks on the licence numbers after the drivers had left revealed they were fakes.

Senior police fear criminals will use the licences as identification to get credit.

The racket is expected to renew police calls for State Governments to introduce licences which carry a photograph and a fingerprint of the holder.

The licences handed to police in Melbourne and South Gippsland had the same number and were printed on good-quality paper.



Bill Cushing

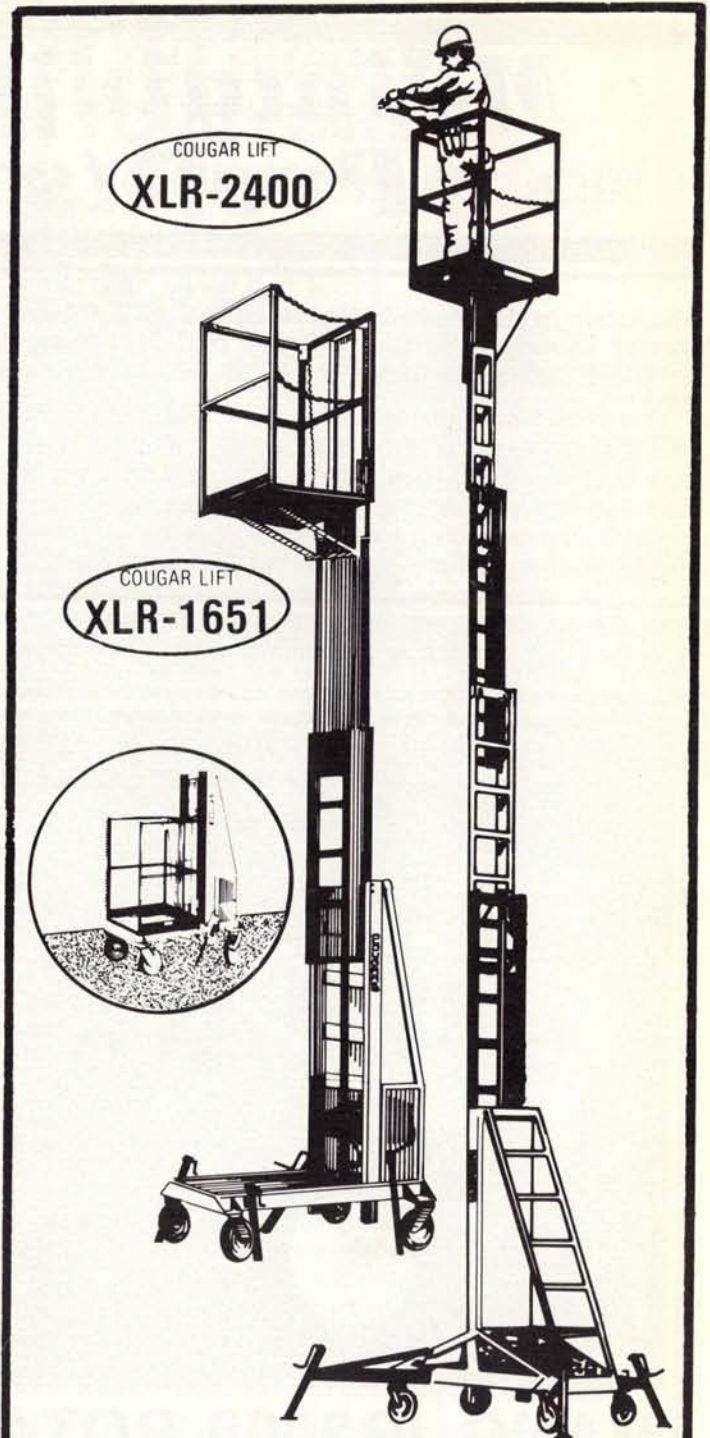
Is Bill the Champ?

Bill Cushing, Diablo Rental, Inc. Pacheco California U.S.A. claims he holds current association membership of the:

- American Rental Association
- California Rental Association
- Equipment Hire Association Ireland
- Hire Association Australia
- Hire Association Europe
- Hire Services Association New Zealand
- Japan Lease Association
- Pacific Rental Association
- Rental Association Canada
- Texas Rental Association.

Can any member better this achievement?

"In an autocracy, one person has his way; in an aristocracy, a few people have their way; in a democracy, no one has his way."



SPECIFICATIONS

| | XLR-1651 | XLR-2400 |
|-------------------------------------|-------------------------------|-------------------------------|
| Minimum and maximum platform height | 1'3" - 15' | 6'7" - 24'0" |
| Working Height | 21' | 30' |
| Platform Size | 26" x 26" | 26" x 26" |
| Base width and length | 30" x 59" | 30" W x 60" L |
| Capacity | 400 Lbs. | 400 Lbs. |
| Weight | 640 Lbs. | 825 Lbs. |
| Power Source (included) | One 12 Volt Battery w/charger | One 12 volt Battery w/charger |

EZYREACH WORK PLATFORMS

1076 Dandenong Road, Carnegie. 3163.
Telephone: (03) 211 6729 (03) 211 9488

Do we establish a buying Scheme?

A lot of interest was generated from a paper presented at the Melbourne Convention by Chris Drysdale.

"Tendering for profit" has been reprinted in this issue for the benefit of members who were unable to attend the Convention.

To determine the feasibility of establishing a buying scheme, it will be necessary to know:

1. Which members wish to participate in this type of activity.
2. What product, equipment or consumables should be included in the initial scheme.

3. The value of potential sales per year.
4. What will be the attitude of our suppliers.

New Zealand readers are encouraged to consider participating also, for despite taxes and tariffs that apply on both sides of the Tasman, there are many products which can be readily and economically marketed in both countries.

We ask readers, interested in establishing a buying scheme to complete the attached form and return it to Brian Elms, P.O. Box 136 Bulleen 3105, Australia.

If further information is required, please ring Brian on (03) 850 2316.

Buying Scheme Survey

Please Reply to:

Brian Elms
P.O. Box 136
Bulleen 3105
Australia

This is not a commitment by us to buy, but we list some of the items we intend to purchase during 1982 which may be suitable for inclusion in a group buying scheme.

| Equipment and/or Expendables | Estimated \$ Value | Number of units |
|------------------------------|--------------------|-----------------|
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| | | |
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| | | |
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| | | |

Should a satisfactory scheme be developed, we would be interested to participate.

Company:

Contact:

FURPHY TANKS

- Fully guaranteed.
- Inexpensive.
- Extremely robust and long-lasting.
- Convenient water-load.
- Spare parts on models since 1880.
- Capacities: 500, 750, 925, 1100 litres.
- Replaceable galvanised or stainless-steel tank bodies.
- Many options to suit individual requirements.

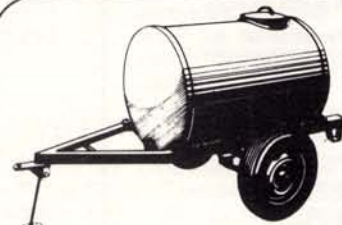
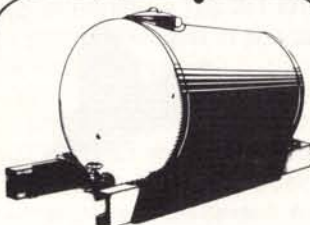
J. FURPHY & SONS PTY. LTD.
P.O. BOX 1390, SHEPPARTON, 3630. (058) 21 2422
Please send me full details

Name

Address

P/Code

**FARMERS
FIRE FIGHTERS
CONTRACTORS
GARDENERS**
STATELY HOMES
CITY COUNCILS
tree watering
Golf Club Curators



Manufacturers News

The sensational
FRIEDRICH'S
Ultra compact
Multi purpose
High pressure
Water & Sandblaster units.



Single-phase Automatic Unit
240 V 10.5 A 140 bar (2,018 psi)

Imagine the full power of a conventional unit, but condensed to a small, portable and silent design - that's the ULTRA COMPACT.

All the pressure necessary for any job, at a realistic price. When you compare the features of less weight, compact size and clean efficient running with those of conventional units, the ULTRA COMPACT is the obvious decision.

Around the home, in farming and in industry the ULTRA COMPACT has all the newest developments, the latest of which is the ability to deliver a steady, uninterrupted flow, with no pulsation.

For further information circle 12 on reader service card.

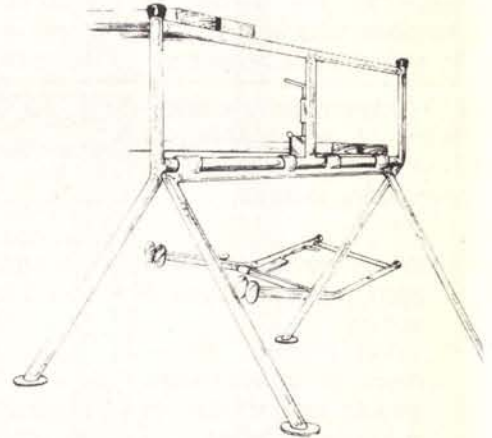
Tubular Steel Trestles.

Many hirers at the Convention showed interest in the newly released **Tubular Fold Away Trestles** displayed by Martin & Co. (Aust.) Pty. Ltd. New applications suggested by Party Hirers were for Catwalks and tiered seating as well as their traditional use in plastering and building scaffolds.

Further information from Martin & Co. (Aust.) Pty. Ltd., 102 Queens Parade, Nth Fitzroy or circle 13 on Reader Service Card.

D.L.I. Approved for heavy duty use.

All trestles have 2 heights



EXPAND AND COMPACT

The new Dynapac LF30 gives you the opportunity to expand your product range with more flexibility. When the job calls for compaction, Dynapac are specialists.

For around fifty years Dynapac have led the field in vibratory technology, with their own research and development laboratories which together, have culminated in products with a proven record of reliability and world wide acceptance.

When it comes to service, Dynapac provide comprehensive technical support and spares back-up, which mean less down-time.

↓ DYNAPAC.

The Dynapac LF30 is what the market needs.

Lightweight with better compaction, easy to operate, easy to load and unload, extremely mobile around the site.

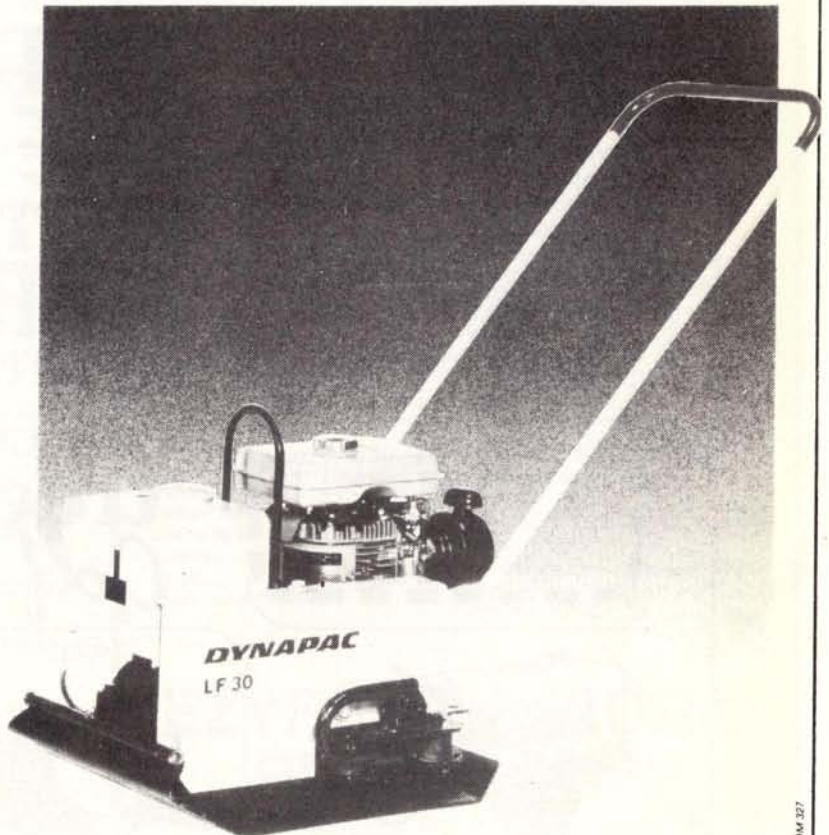
The LF30 also features an extra large water tank.

Above all, the LF30 is proven, with approximately 18 months service in Europe before its release in Australia.

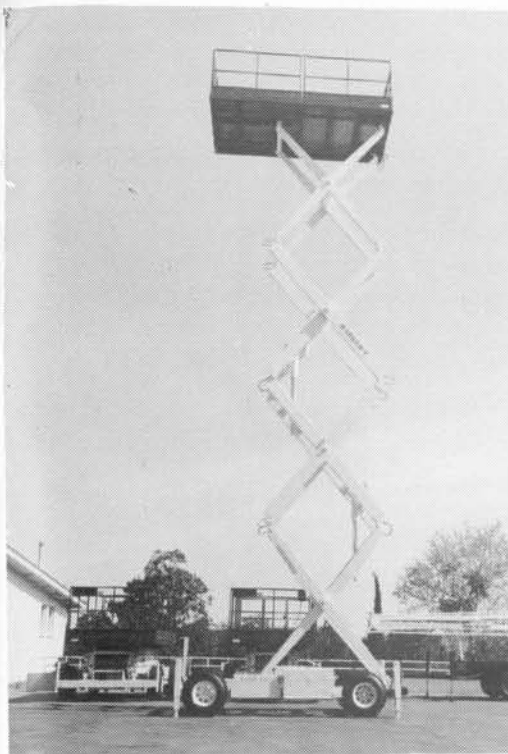
For more information, contact:

↓ DYNAPAC. PTY. LTD.

| | | |
|----------------------|---|--|
| HEAD OFFICE: | 49 DERBY ST., SILVERWATER, P.O. BOX 250, RYDALMERE, 2115 | PHONE (02) 647 1822 TELEX 24173 DYNNS |
| MELBOURNE OFFICE: | 18 CENTURY DRIVE, BRAESIDE, 3195 | PHONE (03) 90 8686 TELEX 36818 |
| BRISBANE OFFICE: | 79 BELLWOOD ST., DARRA, 4076 | PHONE (07) 376 2644 TELEX 42634 |
| PERTH OFFICE: | 33 CATHERINE STREET, MORLEY, 6062 | PHONE (09) 375 4522 TELEX 94546 |



ART FROM 327



Rough Terrain Access Equipment

One of the models in the Mark 'Industries' range of scissor lifts is the robust RT40G. This rough terrain gasoline powered unit has proved extremely popular both in America and Australia. Amongst the unit's impressive list of standard features are, spring loaded gate, hydraulic outriggers and a dual fuel facility (either petrol or LPG). The unit provides the operator with a working height of 46 feet (13.9 metres) and is covered with a comprehensive factory warranty. The unit is also available in a full electric form.

For further information contact Scissor Lifts (Aust.) Pty. Ltd., 283 Victoria Road, Rydalmere (02) 638 4733 or Circle 9 on Reader Service Card.

FUJI CARRY Dumper

- Easy operation
- Loads & unloads in seconds - Sand - Rocks Ready Mixed concrete etc.



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AUSTRALIAN DISTRIBUTOR:

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Phone: (059) 78-3211

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NSW: METROTRACTOR SALES (02) 726 4396 QLD: BILL HERAGHTY 208 4669
S.A.: KEITH PATTERSON (08) 44 8355 W.A.: Dealer Required
TAS. OUTDOOR POWER EQUIP (002) 28 5245 N.T.: Dealer Required

FUN-TIME HAWAIIAN FLARES

Designed to stand the rigours of the hire industry, Fun-Time Hawaiian Flares are produced in a heavier metal gauge than similar imported units.

The design allows for their use as free standing units, or they may be mounted on a broom handle or similar support.

Manufactured in South Australia for Adelaide Party & Camping Hire, Fun-Time Hawaiian Flares are realistically priced either for hire use or for retail sales.

Replacement wicks and printed plastic bags are also available.

Further details from:

Neil Hallett

Adelaide Party & Camping Hire
46 Glynburn Road, Hectorville
5073 Telephone: (08) 336 2466



DE-LUXE FOLDING TABLES, WITH PLY OR LAMINATE TOPS

Revolutionary design for clean, modern looks and greater seating comfort. New centre leg style eliminates clumsy corner legs — gives maximum seating area round the table.

Patented self-locking stays automatically locked when legs are opened out. Firm as a rock when erected, in seconds it can be folded and easily stacked away.

Square corners for neatness and versatility.

Folds down to 1 1/2" (40 mm).
8ft. table weighs only 46lb. (20.8 kg).
Frame 1" (25 mm) square tube for greater strength — Top 3/10th (6 mm) rimu plywood finished in polyurethane lacquer or laminate.

6' x 30" (1800 mm x 760mm)

7' x 30" (2100 mm x 760mm)

8' x 30" (2400 mm x 760 mm)

Other sizes made to order.

For further information Circle 7 on Reader Service Card.

HIRE & RENTAL AUSTRALASIA

The Hire Association of Australia

60-62 York Street, Sydney, 2000

President: Ron Williams (03) 211 9488

Secretary: Rolf Schufft (02) 290 0700

Hire Services Association of New Zealand

P.O. Box 2126, Christchurch

President: Peter Lawrence (09) 69 9740

Secretary: Jim Roberts (03) 69 741

REGION 2

The Hire Association of N.S.W.

P.O. Box 129, Beecroft, 2119

President: Garry Butler (02) 546 1696

Executive Director: Denise Layton (02) 848 9817

REGION 3

Victorian Hire and Rental Association

185 Eastern Road, South Melbourne, 3205

President: Brian Elms (03) 850 2316

Secretary: Sydney Moody (03) 699 1022

REGION 4

The Hire Association of Queensland

C/- Jonker's Hire Service,

110 Brisbane Road, Booval 4304

President: Bob Lawler (07) 356 9011

Secretary: John Jonker (07) 202 1277

REGION 5

The Hire Association of S.A.

27 Hill Street, Sea Cliff Park, 5049

President: Neil Hallett (085) 255 2741

Secretary: Mrs N. Hudson (08) 296 1001

REGION 6

The Hire Association of W.A.

C/- Skipper Mayday Machinery Ltd.,

Great Eastern Highway, Redcliffe,

6104

President: Ken Sims (09) 277 4144

Secretary: Des Brealey (09) 277 1944

Published by:

RENTAL INDUSTRY PUBLICATIONS

10 Manningham Road,

Bulleen, 3105, Australia.

Telephone: (03) 850 5878

All advertising bookings and correspondence should be directed to:

Brian Elms, C/- Box 136,

Bulleen, 3105, Australia.

EDITORIAL:

Editorial information is welcome and should reach us by the 15th of the month preceding the month of publication.

ADVERTISING:

Advertising copy, bromides, transparencies or color separation should reach us no later than the 10th of the month preceding the month of publication.

SUBSCRIPTION RATES:

Australia: \$15.00 for 11 issues

Overseas:

Seamail: \$A15.00 for 11 issues

Airmail: \$A30.00 for 11 issues

Circle 63 Reader Service Card

what more can we win but your approval



VG2740



PRINCE PHILIP PRIZE
FOR AUSTRALIAN
DESIGN 1981



AUSTRALIAN
STEEL AWARD
SPECIAL CITATION
FOR EXCELLENCE
1981



Australian
design
award.

When you are ready for the most efficient, economical and safe vibrating rollers available in Australia today — you will find yourself in some very good company . . .

PEOPLE LIKE:

- A** Active Hire Centres
- B** Brambles Ltd.
- C** Citra Constructions Ltd.
- D** Department of Main Roads, N.S.W.
- E** Etc. . . .

IMPRESSED? SO ARE THEY!

5 LUCCA ROAD, NORTH WYONG INDUSTRIAL ESTATE WYONG N.S.W. 2259
BOX 294, WYONG. PHONE WYONG (043) 52 2144 Telex AA 23260

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PLANT PTY.
LTD.

