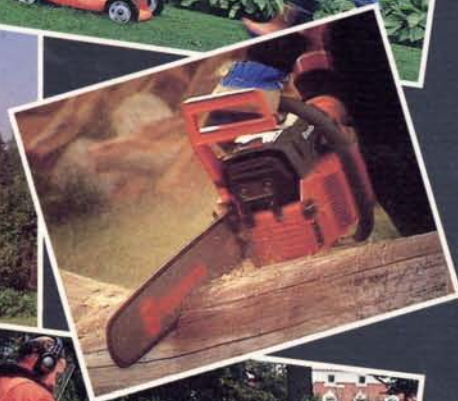


HIRE and RENTAL Industry Quarterly

OFFICIAL MAGAZINE OF THE HIRE AND RENTAL ASSOCIATION OF AUST. AND N.Z.

OCTOBER 1991



Husqvarna
presents a
hire philosophy!

"You'll quit
before
they do."

300 years of development at Husqvarna has forged the most formidable work force any garden or forestry person or body would require to get the job done.

The Husqvarna range offers the technical reliability and labour saving features you would expect from products that are designed by professionals for professionals.

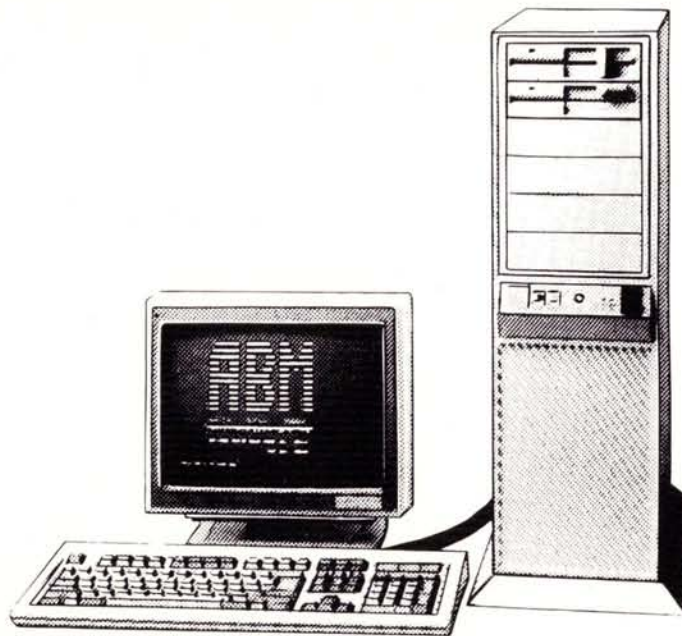
We're as near as a 'phone or fax, so put us on your team today. Phone 043 72 1500 or fax 043 72 1322.



A Clean Cut Decision

 **Husqvarna**
FOREST & GARDEN

The Hire System for Hire Returns



In every field of human endeavour there are "specialists" — in engineering, in medicine, in law . . . or in computers for the rental industry!

It makes sense to talk to the only specialists in rental industry computer systems in Australia —THE SOFTWARE LINK.

The Software Link is managed by people involved in the hire industry in Australia for over 25 years and who have more than 20 years of involvement with computer systems for the Australian hire industry. Over 60 companies in Australia have selected The Software Link for specialist help and advice, training and installations over the past three years.

Whether you are in plant hire, party hire or car hire and you need a Single-user, Multi-user, Front-counter, Back-office, General Ledger or

non General Ledger based system . . .

The Software Link has all the answers and a proven solution for your hire business.

Don't gamble with your business — go to the specialists. When you want a proven solution for a fixed cost, call The Software Link, talk to their friendly experts and discuss with them what you need for your hire business.

For your personal copy of the QUICKHIRE System Overview write to or call

The Software Link

P. O. Box 1, Berkeley Vale NSW 2259.

Telephone 043 - 885133 : Fax 043 - 885035



Hire Association Directory

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North Sydney 2060

New South Wales

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Executive Officer: Jenny Lohri
P.O. Box 1163,
Castle Hill 2154
(02) 634 2964
Fax: (02) 899 3419

Victoria

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Secretary: Lois Ziebell (03) 720 1835
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Wantirna 3152

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Secretary: Mr D. Lusty,
238 High Street,
Motueka

Zone 2 (Lower North Island):

Director: Mr Russell Miscal
New Plymouth
Secretary: Mr A. Mitchell
Levin Hire Centre,
Main Road South, Levin

Zone 3 (Upper North Island):

Director: Mr G. Craven — Auckland,
President
Secretary: Mr N. Charlesworth,
Box 51457 Pakarunga,
Auckland

PRESIDENT'S REPORT

**Will Buttrose
informed us that the
recession IS over!**

HOW are you coping
with the dramatic
change in our
business environment?

*Survival must be the
mode that the majority of us
are in at present but we still
continue to reduce rates in
an endeavour to just pay the
bills.*

*Throughout Australia the method of doing business has
changed, probably forever, and we must adapt to the new "rules"
if we want to prosper and turn back to reasonable returns on our
investment. Remember though, profitability may never again
reach the heights of the mid-80s.*

*Rewards will only come through hard work and very strict
control of costs at all levels.*

*Although the attendance was not as we would expect in
Sydney under normal circumstances, the Convention in August
was very successful and everyone that attended I'm sure had a
great time and gained important knowledge from the excellent
seminars and talking with each other.*

*Thanks to all our suppliers who took the time and effort to
exhibit and ensure the success of the Convention. The exhibition
was the largest in area but not in number of exhibitors and looked
terrific. We trust you did receive some orders and had a
rewarding few days.*

*We also had the privilege of entertaining the ARA President
Syd Tate and his lovely wife Mary, and I thank them for making
the long trip to attend and I'm sure they enjoyed themselves and
were impressed with our country and our industry in general.*

*Congratulations to the NSW Committee and the girls from
Kuoni Travel for putting together a great event. I look forward to
seeing everyone in Queensland in 1992.*

*Everyone must continue to have positive attitudes and
promote the industry whenever possible as right now people do
not have money to spend on new plant and therefore hiring should
be the obvious alternative.*

*If you go into the market-place to find NEW business rather
than just swapping customers at reduced rates, then all of us will
benefit, not just now, but forever.*

Promote the concept of the Industry and Happy Hiring.



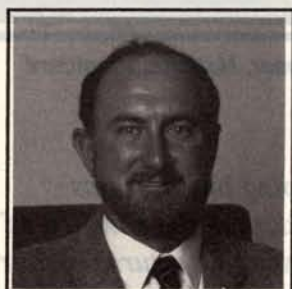
Bruce Fraser, National President

HIRE and RENTAL

Industry Quarterly

Official Journal of the
Hire and Rental Association of Australia
 and the
Hire Services Association of New Zealand Inc

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Rose Bay, NSW 2029

Rental Calendar

*For details of Australian fixtures
contact relevant State Secretary
from Directory on page 1*

NOVEMBER

- 15-17 Hire Association Europe Conference
Harrowgate, North Yorkshire
Contact: Debbie Le Quesne
722 College Road
Erdington, Birmingham B44 0AJ
Tel: 021 377 7707. Fax: 021 382 1743

1992

JANUARY

- 28-30 Hire Association Europe
HIREX 92
Wembley, London
Contact: Debbie Quesne
722 College Road
Erdington, Birmingham B44 0AJ
Tel: 021 377 7707. Fax: 021 382 1743

FEBRUARY

- 24-27 American Rental Association
36th Annual Convention
New Orleans Convention Centre
Contact: A.R.A.
1900 19th Street
Moline Ill. 61265
(800) 334 2177

AUGUST

- 16-20 Hire & Rental Association of Australia
21st International Hire Convention
& Exhibition
Hotel Conrad and Jupiter's Casino
Gold Coast, Queensland
Contact: Carillon Conference Management
PO Box 177
Red Hill, Queensland 4059
Tel: (07) 368 2644.
Fax: (07) 369 3731

National Secretary's Report



ATTENDING the magnificent gala dinner at the recent convention and listening to Bruce Fraser's resume of the "Hire Man of the Year" recipient, Andrew Kennard, brought back memories of one of the first conventions/exhibitions held at the old Chevron Hotel in 1972.

Andrew's brother, Neville, in those days was President. The main part of the exhibition was held in the famous million dollar hole behind the hotel. Pages Hire supplied a canvas tent for members which all but blew away during a sudden storm. There were no fancy satchels handed out at the registration desk, merely a brown paper envelope containing a list of attendees and an outline of the programme.

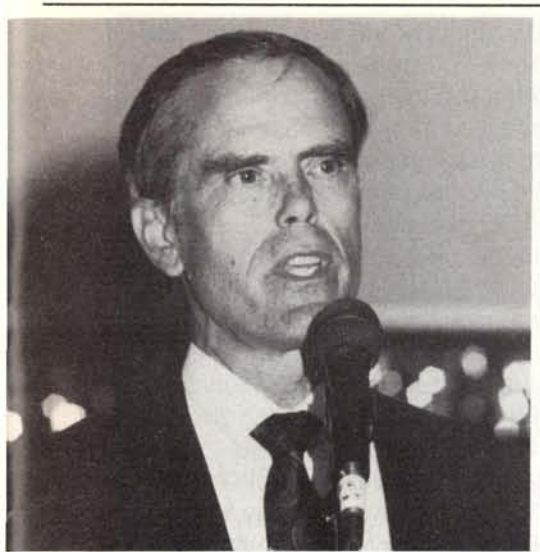
The whole business programme centred around "Nuts and Bolts" sessions, speakers were provided from the industry. The convention was a far cry from the sophisticated, well drilled computerised convention in recent times but achieved the same result in getting the industry together. People involved in those days still provide the backbone of the industry.

The National Body recently reviewed its charter and census was reached to adopt new operating guidelines and procedures which will be highlighted in the magazine at a later date. Basically the Association will be reactive to the needs of the State Associations and delegate issues to States for resolution.

The safety manual is well underway to completion. We are now seeking quotes for typesetting and printing, etc. It is proposed that this be a self funding exercise and members should not miss the opportunity to purchase a copy when the order forms are available. At this stage it is anticipated the manual will cost around \$20 plus postage.

The Association has written to the Federal Government expressing extreme concern regarding the proposed uniform requirements for operators of construction equipment. The Association suggested that certification requirements should only be considered for those operating for payment.

ROLF SCHUFFT



Guest speaker Mr Syd Tate, President of the American Rental Association

20th International Hire Convention and Equipment Exhibition

Darling Harbour, Sydney

AFTER MONTHS of meticulous planning by the Hire Association of New South Wales and their superb secretariat, Kuoni Travel, the above event has come and gone.

With a seemingly endless list of convention facilities being promoted by the media, it would be hard to argue against the New South Wales decision to chose Darling Harbour. Delegates expressed their delight at the various bars and restaurants within walking distance of their accommodation, whilst the monorail put Chinatown, Sydney City and its many attractions a quick ride away.

The Novotel provided the delegates an opportunity to mingle together over breakfast and, more importantly, had a bar and lounge to relax in after the many seminars and trade exhibition sessions.

The first official function after registration was the early birds and overseas visitors cocktail party at Sydney's lofty Centrepont Tower. Perched like an eagle's nest high above the millions of lights that form the nightscape of Sydney, this delightful evening gave all in attendance an opportunity to make plans for the days ahead.

National President, Bruce Fraser (Coates Hire), welcomed all in

attendance and in particular Mr and Mrs Syd Tate, the visiting President of the American Rental Association.

The following day (Wednesday) saw the first departure of the general yard tours available. Visiting guests and partners combined to assault the Sydney shopping scene and in the evening all got together to enjoy the welcoming cocktail party.

Thursday commenced the serious business with the official opening of the Convention in the Harbourside Room. Attendance was standing room only and on observation the many ladies in attendance could be attributed to the first speaker, Ms Ita Buttrose.

Being Darling Harbour, an official bellringer announced that the evening had commenced and wished everyone an unforgettable night.

It appeared that everyone enjoyed Ms Buttrose's charming, forthright delivery on her theories of marketing and cultivation of market share. Laced with topical anecdotes, her sessions passed all too quickly and question time afforded all to an experienced insight into high profile magazine publishing and in

particular two of the high rollers involved.

Not to be outdone, Mr Will Buttrose (baby brother of Ita) followed. Will Buttrose has accumulated many degrees and credits during his prestigious career, but his managing role with Natwest Bank and being chosen as Australia's representative at the Economic Summit in Geneva, provided the delegates the credibility they sought for their advice on their financial future. Economists normally find it hard to relate equations to layman, but in our case Will Buttrose combines easy-to-understand graphs and visuals, polished humour and well-versed experience to lose nothing in comparison with our earlier speaker, Ita.

After lunch everyone commenced the walk for the Trade Exhibition opening. During this current tough economic climate it would have been easy for the many suppliers to our industry to either refuse or scale down their involvement with such a fixture. To the contrary, they gave their support by participating in one of the best trade shows our industry has seen. Many reported keen interest whilst some expressed disappointment at the overall

Continued on pages 6 & 7



Just two of the exhibitors at the Convention, JLG Industries (above) and Flextool (Aust.) Pty Ltd, displaying their state-of-the-art equipment.



Continued from page 5

attendance. However, general agreement appeared to be at present nobody can foresee who will show interest when money is involved.

Friday, being the last day, saw another session of the Trade Show in the morning, whilst during the afternoon both Greg Newton and James Strong spoke to another appreciative crowd of delegates in the Harbourside Room.

The early evening saw everyone come together for cocktails prior to the Gala Dinner. Being Darling Harbour, an official bellringer announced that the evening had commenced and wished everyone on behalf of the hosts an unforgettable night. Nobody could have guessed how true his sentiments would prove. A capacity crowd enjoyed fine food and wine, augmented by select entertainment. A simple format saw the various speeches and prize presentations

pass quickly and then "wham", the Shoo-Be-Doo band hit the stage. Although their volume initially shocked some, a minor change to their equipment paved the way to an evening of non-stop dancing.

Some preferred to just listen to the music and lyrics of the sixties, but only probably because there was no room on the dance floor.

This was partially due to the "soft shoe" expertise of the National President, Karcher's David Sholson, Tony Rafty, etc., whilst the continuous pleas of a well-known Victorian stalwart to "play Yellow River" will have to wait until next year.

Speaking of Tony Rafty, this kind gentle man amused everyone during the week with his internationally famous caricatures. His attendance was a master stroke by the committee.

So now everything focuses on Queensland. They already have plans in place involving the fabulous Gold Coast and preliminary announcements are included in the rear section of this issue.

To sum up: well done New South Wales. And to all in attendance, your involvement justified the efforts of all to provide our industry with an annual event to be proud of.



Mr John Shevlin (JLG Port Macquarie) learns that Mr Barry Newton has won JLB's prize of a CD player, whilst in the background Mr Noel Ryan (Hitachi) waits to present Kevin Collins of Multiplex Hitachi's generous prize of a hammer drill and cassette radio.

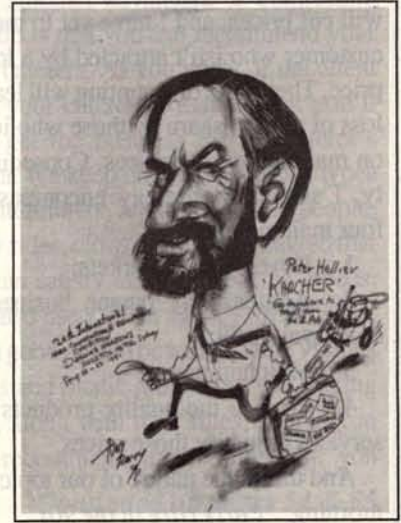


Katherine Ross and the girls from Kuoni Travel celebrate the finale of the Convention they helped to be most succesful.

A tribute to a great band is a full dance floor.



Some of those attending the Convention as seen by Tony Rafferty



Party Hire Rentals in the 90s

Keynote Speaker: Keith Klarin
14th Annual New Zealand Convention

Keith Klarin is President of All Purpose Rentals Inc, Shrewsbury, New Jersey, and President of Klarin Enterprises Inc (Party Line), Eatontown, New Jersey. Keith has been a member of the American Rental Association since 1969 and has held many positions culminating in being President in 1988. He has contributed monthly editorials to the Rental management magazines since 1979 and is also currently a board member of the American Rental Dealers Insurance (ARDI). Keith's expertise within the Rental scene, particularly party rental, will make a valuable contribution to our convention.

COMPETITION! loss of market share! Recession! These are perils that face us more and more in the rental industry. Twenty years ago, when I started my business, despite competition and recession, the market was so wide open that we exceeded all projections and even made a profit in our very first year. Today, things are different. It seems that everybody has found the rental industry, especially the party rental industry, competition increased every year, and market share shrinks as a result.

So what do we do about it? As long as capitalism is the democratic way, we'll be faced with competition and recession. As long as we have competition and recession, the less intelligent among us will cut prices, and I have yet to meet a customer who isn't attracted by a lower price. Therefore, discounting will lead to loss of market share by those who insist on maintaining our prices. Consequently, I suggest a strategy encompassing four main points:

1. Develop new markets;
2. Aggressively pursue business – don't wait for it;
3. Maintain prices;
4. Provide the quality products and services to justify those prices.

And this is the nature of our topic this morning: "Party Hire in the 90s".

You must be prepared to go to extreme lengths to satisfy these people with the service they require. For instance, they may require delivery to a delivery entrance, but will want you to then bring the equipment to a distant area. Even if that area is near the front door, you must still use the delivery entrance. They may require delivery and pick-up at odd hours. They may require set up. The point is that your standard answer to a request from this type of customer **must** be "no problem". Remember, you are entitled to be paid for extra services, but you must provide them. Furthermore, it **must** be provided with a smile on your face and in a positive manner. You can't say, "we can do it, but it will cost you \$500". You must say, "we will be **happy** to do it, and the charge will **only** be \$500."

How to approach the market?

Now that we've defined the nature of the market, how do we approach it? Do we advertise in newspapers? Make telephone calls? Send direct mail? What about directory advertising? For certain, we've all learned that we don't attract business just by opening our doors. Attracting the corporate market requires a well planned and well defined marketing strategy with professional execution and faithful follow up.

I feel that attempting to attract a specialty market such as this through the media is probably a waste of money. Even advertising in business magazines will have limited value. Most corporate personnel are too busy during the working day to read these closely.

Directory advertising such as yellow pages is a plague on our industry. Through these directories, there is no way you can inform purchasing agents

that they don't have to purchase it – they can **hire** it, and at a significant savings of both capital and expense funds! All directories can do for you is let them know, after they've already decided to hire, that you have it. Therefore, although you're forced to advertise in the directories, stop trying to knock each other out with size and colour. A simple listing, or even a half inch or one inch listing will tell them all they have to know: you have it, it's in good shape, you're convenient, you deliver, and **great service** is your specialty.

Direct mail advertising

Actually, the best form of print advertising is direct mail. Mailing lists of industry, businesses, hotels, schools are easily obtainable. But don't just blindly send a catalogue. Send a well-written cover letter emphasising your great service and wide variety of equipment along with your catalogue and other literature you may deem appropriate

I've brought along some suitable literature from the American Rental Association, and I'm sure you can find more through your local Associations. Also, include a business reply card. If you can, set up a toll free number and include it on all your literature. Mailings are usually directed to the director of purchasing.

So now that you've sent out your mailing, can you sit back and wait for the business to roll in? No way. In the first place, most direct mail advertisers are happy with a one per cent return from a mailing. Secondly, just because you send a mailing, a purchasing officer isn't going to go out and hire something. What you're hoping is that he'll keep the information on file and call you when the need comes up. Furthermore, one mailing won't do it. Your campaign must include constant mailings throughout the year,

year, perhaps as many as one a month. Only then will you begin to see the fruits of your efforts.

Marketing by telephone

Another form of effective advertising to this market is telemarketing. Not many of us can afford to set up a boiler room type of operation with several people calling every business in the marketing area. However, by using your current personnel during slow periods, you can certainly call the purchasing departments of certain potential corporate accounts that you feel can use your services. Emphasise that you're not trying to sell them anything. You'd just like them to be aware of your services for possible future needs. Can you set up an appointment to see them? If not, can you send literature to their personal attention? Again, don't forget to emphasise quality and service. If they'd like you to mail more information, really jazz it up. Now is the time to send them the presentation folder with a professionally designed brochure, another well-written cover letter emphasising quality and service, and any other necessary literature. If you can make a personal call, bring these items along.

The very best marketing strategy you can have is to put a salesperson on the road. Nothing else sells better than personal contact on a consistent, but not overly consistent, basis. Here's how it works. In the first place, hire by personality rather than knowledge or experience. Anyone with a fair amount of intelligence can learn what they have to know quickly. And with full knowledge that you're going to accuse me of being a male chauvinist, I must plead guilty and suggest that you consider using women for your sales staff. Generally, they are more creative and more patient than men.

As for cost, most party hire firms in the U.S. pay a salary with some type of incentive rather than a commission. The cost of this employee in the United States will be between \$20,000 and \$30,000 U.S. in salary, an override of 1% or 2%, and a car or reimbursement for a personal

car, plus expenses. Believe me, it's worth it.

This employee doesn't have to concentrate exclusively on corporate business. You can have her call on caterers, country clubs, charitable groups, and any other entity that might be a good prospect. She should start on the telephone trying to set up as many appointments as possible. Often, the telephone campaign is best held after a mailing because it gives her a reason for calling. She should book one or two appointments for every ten calls. However, this should not prevent her from making cold call visits.

If she's riding down a street and sees a company that looks interesting, stop in and see the director of personnel or their representative. These people are used to seeing salespersons.

Above all, do everything you can to encourage your sales personnel so that they don't get discouraged. A good salesperson is not discouraged by the word "no". However, she'll need your support, especially if this type of work is new to her.

To give you an idea of effectiveness. One rental dealer I talked to hired such a person for \$30,000 plus car expenses, and claims he can attribute an additional \$150,000 in volume directly due to her efforts in her first year.

I don't want to imply that you must hire a salesperson; however, there's no doubt in my mind that you'll do far better with one. I speak from experience.

The Fun Fair operation

Now that we have covered how to get the business, let's cover some of the mechanics. I'd like to put some emphasis on company picnics and family days. This is an area of the corporate market with which you may not be familiar. These events are by far our single best source of corporate business. One of the reasons for this is our fun fair division, but we do many of these events without this division involved at all.

A company picnic or family day is hosted by the corporation in order to boost morale in their employees. It's

usually a very large affair because it involves all the employees, their spouses and their children. Consequently, they need lots of extra equipment. We usually rent them marquees, chairs, tables, dance floors, outdoor cooking equipment, ice tubs, beer carts, chafing dishes, fun foods such as cone machines, cotton candy and popcorn machines, and hot dog carts. This is where the fun fair comes in.

Although we're members of a national franchise called fun services, which provides us with equipment and promotional materials, there's no reason why you can't develop this type of business on your own. All it takes is a little ingenuity and the will to do it. However, another way to get started is to work closely with a firm that provides these services. You can enhance your own presentation to your prospects by offering them these services and then subcontracting with the other firm. Or you can pick up jobs from that firm when they need tables, chairs, marquees and so forth to complete a job. You can also work out a commission basis so that you can pay each other a commission for jobs obtained.

Frankly, you're best off if you control the job. In this way you can rent all of your own equipment first and then get the rest from the subcontractor. For instance, if your subcontractor obtains the job, they'll be renting their own fun food machines, dunk tanks, etc., then come to you for the remainder. If you obtain the job, you rent your fun food machines and dunk tanks, and then go to them for the rest. Another advantage of controlling the job is that you can recommend your own caterers. As you know, if the client uses your caterer, it assures that you'll also get the business for the caterer's needs. We keep on file the various types of entertainers, amusement ride people, pony rides, clowns and magicians so that we can satisfy all of our clients' needs. We also use a talent agency. In addition, it's a good idea to be aware of the various parks and picnic grounds in your trading area, along with their rules, so that you can recommend them. The more you

Continued on pages 54 & 55

Faster and safer with Husqvarna Highcutter



NO MORE climbing on ladders. No more climbing in trees, holding the saw in one hand. With Husqvarna Highcutter you have both feet on the ground while working at a height of up to 6 metres.

Safer pruning

Husqvarna Highcutter PS50 is the ideal tool for pruning or clearing. With both feet on the ground you can concentrate on cutting, and work more safely. The Highcutter is comfortable to use. The engine weighs only 7 kilos and is carried on your back in a harness. This makes it easy to move between trees. The shaft is available in five different lengths, with a range of up to 6 metres. The cutting bar can be angled to the required working position.

Husqvarna technology

The engine is of the same type that is used for Husqvarna clearing saws. It is easy to start, accelerates quickly, and has a very good power/weight ratio. The engine has a low vibration level and a heat guard for comfortable use. The chain is

driven and lubricated by a patented hydraulic system which is also designed to be used with the new vegetable hydraulic oils.

The Husqvarna Highcutter PS50, this exciting new addition to the Husqvarna range, makes pruning safer and easier. Features include a potential reach of 6 metres and a standard low profile chain. The light-weight, harness-carried motor enables the operator to prune with less effort than ever before. The PS50 features Husqvarna's powerful clearing saw engine and is available with five various pole lengths.

Technical specification

The technical specifications of the Husqvarna Highcutter PS50 are as follows:

- Engine: 49cc
- Pole: Glass fibre reinforced polyester
- Pole lengths: 2m, 3m, 4m, 5m, 6m
- Cutting bar: 16cm/6"
- Chain: 3/8" low profile
- Hydraulic system: Motor 1.4 cu cm/rev, pump 1.2 cu cm/rev, working pressure 11MPa (110 bar), flow rate 8-12 l/min, hydraulic oil type Shell Tellus T32 or T46.
- Ignition system: Electronic, Electrolux brand
- Carburettor: Walbro HDA
- Tank volume: Fuel 0.61 l, hydraulic oil 1.31 l.
- Weight: Approx 10 kilos (incl. 3m pole).

Air Injection System keeps chain saw air filter clean for weeks

AS THE air intake passes the flywheel, the particles are removed by the centrifugal force. The air then passes through one of the market's largest air filters. This so-called Air Injection System is one of the new features introduced on chain saw 262XP, the new professional Husqvarna in the 60cc class.

The new Husqvarna model 262XP has the best power-to-weight ratio of the entire 60cc class; 3.5kW/5.7kilos. Vibrations are very low due to a combination of steel springs and rubber dampers. Model 262XP is equipped with the Husqvarna inertia chain brake, making work even safer. The 262XP is also extremely easy to service. It takes only 5 seconds to get at the air filter and spark plug.

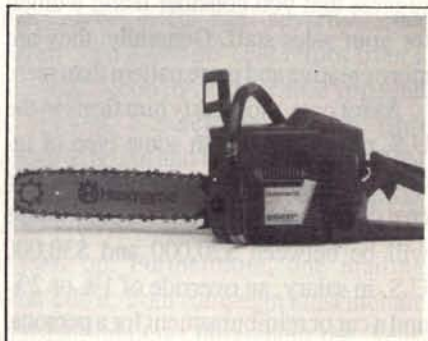
Quite new is the centrifugal air cleaning, the so-called Air Injection System,

which makes the intake air so free from particles that the filter can be used for weeks without cleaning. This also increases the engine performance and lifetime.

"During the years, Husqvarna have been concentrating on forestry technology", says Mr Nore Mattsson, Product Manager. "We have gained much experience from professional loggers and saw users. All this information is built into our chain saws. Therefore, our model 262XP meets all the demands of a professional logger in the 90s.

For further information on the Husqvarna equipment, please contact Mr Nore Mattsson, Product Manager

Husqvarna Forest & Garden
PO Box 1010
S-561 24 HUSQVARNA, Sweden
Telephone: +46 36 14 66 00
Telefax: +46 36 14 41 79.



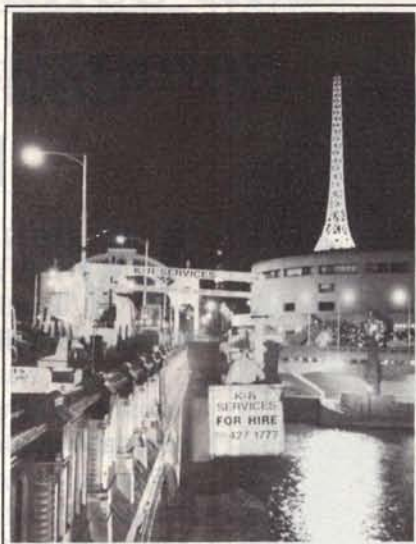
K & R Services Mobile Underbridge works day and night

THE Melbourne City Council embraces a policy of maintaining its public buildings and bridges by periodic inspection and repair. One bridge recently being maintained was the Princess Street Bridge over the Yarra River, one of Melbourne's oldest and busiest bridges.

Programme Maintenance Services won the contract to repair the city bridges and they started work on the Princess Street Bridge earlier this year.

To complete the inspection, sand-blasting and painting of the bridge required special equipment. Programme Maintenance required an underbridge inspection unit that would not waste time through the workman having to be lifted from the inspection position in order to move along the bridge.

K & R Services were the only hire company that could provide a fully 'mobile' Underbridge Inspection Unit.



In fact, this unit is the only one of its type in Australia. K & R's unit moves on powered rollers, giving the required stability for uninterrupted maintenance.

The maintenance was completed in a

number of stages. The first stage required the removal of dirt and grime build-up using a high pressure water spray. The workman would then remove loose paint and rust by sand-blasting, followed by a final water blast to remove remaining sand particles.

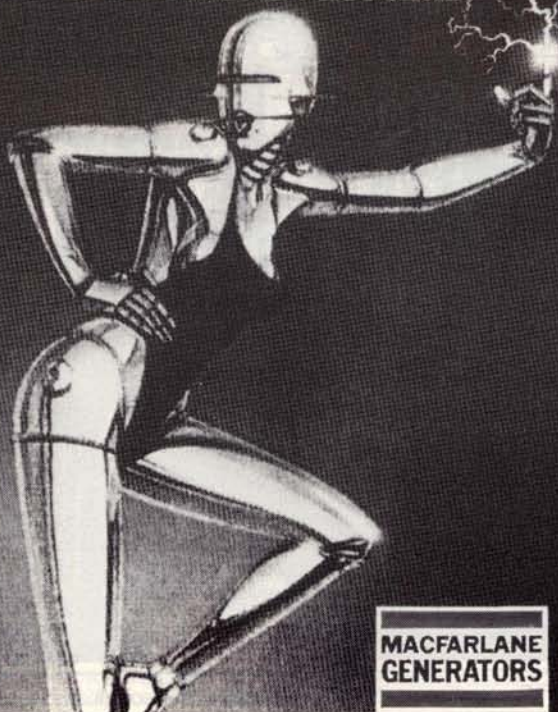
The next stage involved the priming of the structure with a marine paint to resist water and air-pollution erosion, followed by two coats of paint. The task took a total of eight nights to complete.

While K & R's unit finished its work each night, it continued working by day on another main Melbourne bridge - the Spencer Street Bridge.

For more information on K & R Services Underbridge Inspection Unit, contact:

K & R Services Pty Ltd
352 Burnley St, Richmond, Vic 3121
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Dawson Street, West Sale.
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1991 President's Award



National President, Bruce Fraser (Gates Hire), presents his Award to Andrew Kennard at the banquet during the 20th International Hire Convention and Equipment Exhibition, Darling Harbour, Sydney

ANDREW KENNARD, 48, has been involved in the hire industry since 1964 when he joined his older brother, Neville, at the helm of Kennards Hire.

The company had been founded by their father, the late Walter Kennard, shortly after World War II.

It was the time of the "Baby Boom" and home renovations and building were also booming.

Walter Kennard, a jack-of-all-trades, rounded up a few wheelbarrows and cement mixers and began hiring them out from the garage of his home at Mosman, Sydney.

Under the direction of the Kennard brothers, the company expanded dramatically.

At the time they took over, there was just one rental yard; today Kennards has 14 branches throughout Sydney, Newcastle and Queensland.

Along the way, Neville and Andrew helped establish several specialist hire companies, including Prestige Portables, Conveyor & Hoist Rentals, Australian Hi-Reach Rentals and Easi-Stor.

Unlike many other Australian companies with similar beginnings, Kennards Hire has remained a family company.

It is now the largest family-owned general equipment rental company in Australia.

This year, Andrew assumed full ownership of Kennards Hire after Neville disposed of his stake in the company to concentrate on other business interests.

Andrew and his wife Pru, have four children.

Congratulations, Karcher!

WHEN conventions and trade exhibitions roll around each year, organisers start looking for delegates, exhibitors and, most importantly, sponsors.

This year was no exception with some of the hire industry's leading suppliers donating quality products as prizes at the various functions during Convention Week.

Prior to Darling Harbour, Karcher's "El Supremo" in Australia, David Sholson, decided to keep his company's name in front of hiremen by donating arguably the best prize ever to our industry.

Basically David came up with a package that would enable two people to travel by air to Europe, plus accommodation and car hire for a period of two weeks. Naturally, a visit to the company's head office would be included.

The lucky winner was Neil Cuthbert of Oldfields Hire in Melbourne. Although back home "minding the shop", Neil on learning of his good fortune vowed to always use Karcher products and barrack for Allan Moffat, another Karcher sponsorship.

Neil, accompanied by his brother, will travel to Europe early in the new year. — Well done, Karcher!



The "Coates Connection" assist David Sholson (Karcher Pty Ltd) in drawing their fabulous prize.

"HARIB" harnesses industry strength to deliver a better insurance deal to **EVERY** Hireman.

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Theoretical vs Practical Work Cycles

RECENTLY there has been significant discussion about the performance of Fork-lifts over Theoretical Work Cycles.

These test cycles are based on simply picking up a predetermined load from a defined location and to transport this load along a defined path and deposit it in a stacking area. This theoretical test to evaluate productivity, fuel consumption and operating costs doesn't incorporate the reality of day to day operations. They are monotonous functions and the error rate is virtually non-existent since the fork-lift driver is repeating only basic functions.

Since 1983 Linde has used a lorry-based cycle to evaluate operating costs, productivity and fuel consumption. This cycle better represents the day to day operation of a fork-lift. Linde feels that all the practical difficulties encountered by the fork-lift and particularly the driver are considered. A semi trailer is loaded

and unloaded. A total of 28 pallets each weighing 900 kg are moved making up the truck load of 22 tonnes.

During this practical test errors like misjudging pallets are reasonably common. Also the individual pallet weights and heights are varied to again make the test realistic.

Drivers familiarise themselves for many hours on a specific model fork-lift prior to performing the test cycles. Linde believe this method supplies truly comparative data.

The Linde H25 achieved better than

25% productivity improvement over the other brands tested. Over a full year of operation this can lead to a bottom line saving of thousands of dollars depending on the scale of an operation.

As Australia strives to be the Smarter Country, a practical test cycle such as this can show the dollars that can be saved by investing in highly productive equipment.

For further information, contact:

Des McEvoy, Linde Lansing Pty Ltd
12 Carter Street, Lidcombe 2141
Tel: (02)748 0211 or 008 011 120

THE RESULTS FROM THE LORRY-BASED WORK CYCLE (using 2.5 tonne capacity diesel fork-lifts)

Lorry loaded\ unloaded (x 2)	LINDE	BRAND A	BRAND B	BRAND C	BRAND D
Time/cycle (min.)	26.60	34.17	35.90	35.47	34.50
Excess Time %	—	28.4	34.9	33.3	29.6
Fuel Consumption (ml)	1510	1870	1780	2060	1680
Excess Fuel %	—	23.8	17.8	36.4	11.2



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Tracey's a "Hire Achiever"

TRACEY CLOUGH is a "hire achiever" in a business traditionally dominated by men.

Earlier this year, Kennards Hire gave 21-year-old Tracey the job of running its busy Guildford branch in Sydney's western suburbs.

Under her management, Guildford has won Kennards' 1991 Branch of the Year award.

Kennards' regional manager, Keith Annis, said Tracey had been chosen on merit for the job of acting manager, in charge of five male employees.

"We wanted someone with people skills, a good knowledge of equipment, and a good organiser, planner and problem solver," said Mr Annis.

"Tracey is very good at her work, and it makes no difference that she is a woman."

Having worked in the hire industry since gaining her Higher School Certificate at Bidwell High, Tracey is not overawed by the situation.

She hands out advice confidently on everything from chainsaws to concrete mixers, block splitters to brick elevators and sandblasters to scrub-cutters.

Her customers include a wide variety of tradesmen, contractors, factory managers and home handymen and women.

"I have a pretty good knowledge of equipment, even though there is always more to learn," she said.



Tracey Clough, manager of the busy Gouldford branch of Kennards Hire

"Some men are reluctant to take advice from a woman, but once they get to know you, it usually changes.

"There is one builder who refused to speak to me; now, I'm the only one he will let serve him."

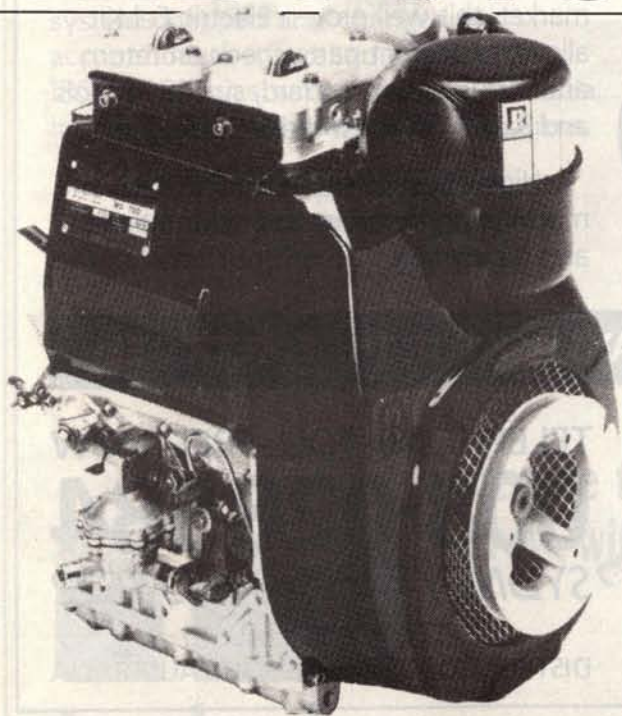
For further information, contact:

Tracey Clough or Keith Annis

Kennards Hire

Phone: (02) 632 3999

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Series 60 hits the water

THE BHP Utah Goonyella Coal Mine, situated in Queensland, has just mounted a Detroit Diesel Series 60 onto a pontoon pumping unit. This pumping unit is very important in the mines operation, and the problems with inaccessibility for service trucks during refuelling meant that they needed an engine that was fuel efficient and durable.

The engine chosen was the 350hp, 12.7 litre Series 60 with the inbuilt engine management system of DDEC (Detroit Diesel Electronic Control) from Detroit Engine and Turbine Company (DETCO).

The engine is mounted on a pontoon and has a twin disc marine gear (2-1 reduction) fitted; this then drives a Worman pump, which has the capacity of pumping 227 litres per second with a maximum head of 120 metres and handling up to 48% solids with maximum solid sizing of up to 60mm.

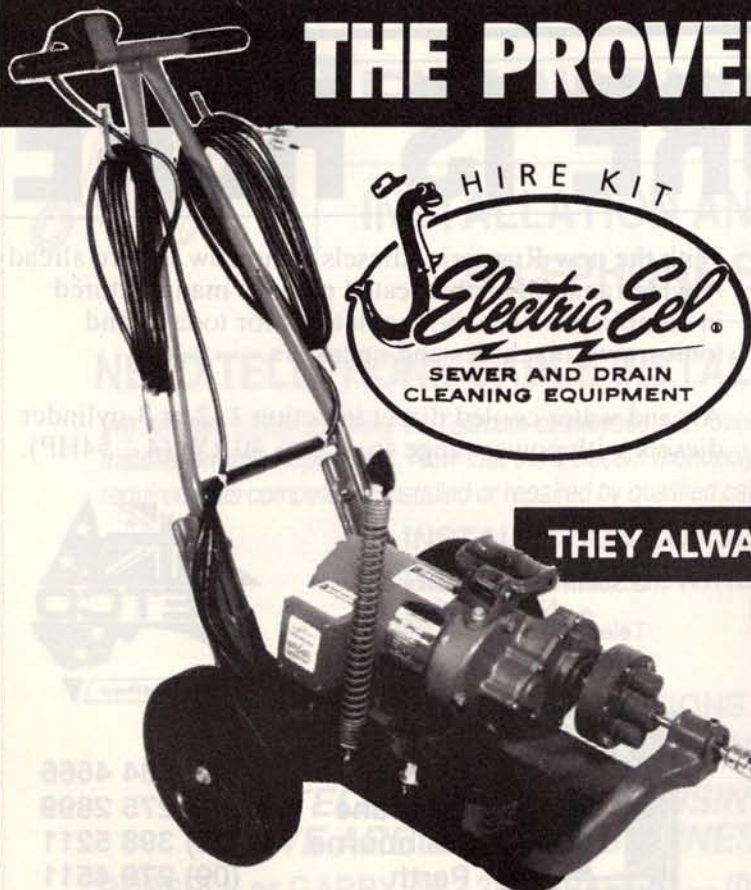
With the pump's wet end and fuel level interfaced into DDEC, the mine does not have the worry of constantly checking the unit, because if the pump's wet end has no water circulating, or the engine is running low on fuel, the Series 60 automatically shuts down. The same applies if the oil temperature is high or the engine

coolant level or oil pressure is running low.

With a 500-litre fuel tank inside the pontoon, this unit can now operate 24 hours a day 5 days continuously without refuelling.

This in itself is a huge saving for the coal mine through their utilisation of manpower and service equipment.

Detroit Engine and Turbine Company have a 19-branch Australian-wide sales and service network. DETCO are the sole Australian and New Zealand distributors of the Detroit and Perkins diesel engine product range, plus the Allison automatic transmission.



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Your hire business is unique.

If it wasn't, you probably wouldn't still be around.

So when software companies try to tell you an off the shelf computer system will fit your company like a glove, they really don't know your business as well as they should.

And when they tell you the same system will still suit your business in five year's time, that's plain ludicrous.

Which is why Systems and Management, a Brisbane firm have developed IRONBARK, the first hire system designed specifically for the Australian hire industry.

It's not an American or Canadian system chopped and changed to accommodate Australian conditions, IRONBARK was written here in Australia, in association with Australian hire firms.

And this is where we learned that Australian firms are as different as the people who run them.

So the IRONBARK Hire System can be tailored to your business, to your specific needs. And if there's something you'd like your system to do that we haven't considered, we'll find a solution.

Put that together with support that keeps your system running without a hitch, and you have the only totally flexible, totally effective front counter system for the Australian hire industry.

That's probably why we have clients who had used the other systems on the market before changing to IRONBARK.

And also why we have a client base that is 100% satisfied.

So discover the hire system that grows with your business. Call Tony at Systems and Management on (07) 257 1545 for a chat about what IRONBARK can do for your business, or send the coupon below for a system overview and a list of satisfied users.

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New Compact Boom Lift from JLG

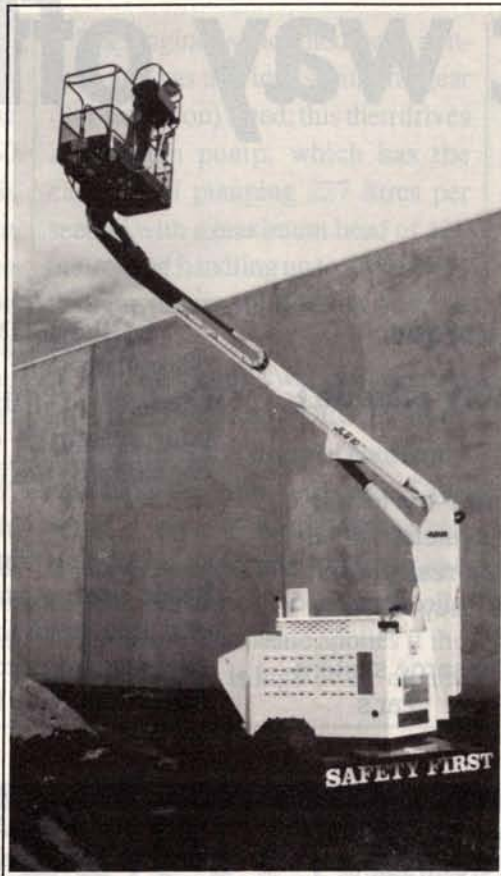
LOW MAINTENANCE and greater stability are to be found in the new JLG "Top Gun" 40HA knuckle boom, elevating work platform.

It is described by John Shevlin, Managing Director of JLG Industries, as the simplest self-propelled, hydraulic boom on the market. In this, he is referring to the absolute minimum of moving parts which JLG has engineered into the unit.

Most articulated boom lifts are designed around a parallelogram which, in essence, is a series of linkages which support the boom through its elevation and articulation. This particular type of design inevitably must contribute to reduced rigidity at the elevated platform level, due to the relatively large number of moving parts within the structure. Consequently, as the components, such as pins and bushes wear throughout this linkage system, the degree of platform movement becomes progressively accentuated, which, of course, adversely affects the confidence of the operator. In addition to this, the owner of the equipment must inevitably be faced with higher maintenance costs.

The patented design of the JLG "Top Gun" series, which includes the 40HA, eliminates most of these pins and bushes.

Single, high strength, welded sections are used instead. The lower boom is formed in one piece and has only a single bottom hinge pin and a top hinge pin. The knuckle, too, is a single welded component. Two further pins only are used to link the upper boom with its elevating cylinder. These pins are especially hardened and are located in sintered bronze bushes, equipped with grease nipples. Wear on these components is, therefore, reduced.



The overall results, of this patented design, is an elevating work platform which exhibits great strength and significant rigidity in the fully elevated position, reducing down-time for maintenance and imparting an enhanced feeling of security to those who make their living in high places.

As with all of the JLG "Top Gun" series, the 40HA is equipped with a hydraulic, oscillating steer axle, foam-filled tyres and amber, rotating beacon all safety features required on Australian construction sites. Drive is provided to the wheels by Fairfield 2-speed torque hubs.

JLG has designed this unit as a high performance machine. A 28hp Kubota 1200 high-torque diesel engine provides the "grunt", which is delivered through a new Sundstrand demand pump a flow divider, enabling simultaneous, smooth, functioning of both drive/steer/swing and boom elevation.

Although only 2 wheel drive, the JLG "Top Gun" 40HA has a gradeability of 30%. It can actually load itself onto a low-loader or tilt-tray. Zero tail swing and other rough terrain characteristics make it ideal for tight or less-than-perfect site operations.

JLG has designed the controls to be user-friendly in order to meet the general needs of the hire industry and those government departments and construction companies which prefer to own and operate their own equipment.

Maximum, unrestricted, capacity is 227kg. The maximum working height is 13.96 metres and the machine has a horizontal reach of 7.24 metres.

JLG covers the "Top Gun" series with a 1+5 warranty (one year on the total machine and 5 years on the main fabricated structures) supported by the company's customers service department.

In the rental industry, purchases of new machines are basically evaluated by four criteria, on which the suitability of the machine is judged. Firstly, does it represent value for money? Secondly, does it comply with Australia's stringent safety requirements? Thirdly, can, or will, the machine be supported adequately through its life by well established parts and service programmes? Lastly, will the design of the machine contribute to lower repair and maintenance costs?

Although everyone likes to purchase at the lowest possible dollar value, it is not really a matter of cost at point-of-sale, it is the cost of owning and operating over a number of years which really affects the bottom line.

For further information:

JLG Industries (Australia) Pty Ltd
11 Bolwarra Road (PO Box 972)
Port Macquarie, NSW 2444
Telephone: (065) 81 1111

Boardroom decision – a director's personal exposure

IN CURRENT times of frequent corporate collapse it becomes relevant to reflect on the recent National Safety Council case where a director has been held personally liable for debts incurred by the company to the extent of \$97 million.

Whilst this individual director's case is somewhat remote in scale to that of directors of companies prominent in our industry, the example does demonstrate the vulnerability and responsibility of directors and officers more than ever before.

With the introduction of recent legislation, a director can be held personally liable in the event of a company being allowed by its board to continue trading in circumstances where the position of creditors is worsened and where directors know, or *should* have known, that

the company's capacity to repay accumulating debts was doubtful.

A director is responsible to carry out his duties with good faith, honesty, care and skill. Any breach of these requirements could see that director found guilty of negligence, default, breach of duty or breach of trust.

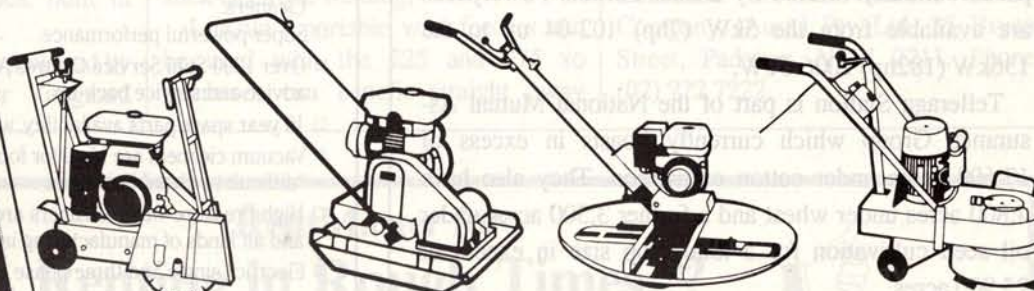
The only avenue of protection for a director is a **Directors & Officers Liability Policy**.

The insurance policy is usually issued in two sections – one, the Directors' and Officers' Liability section (and separate policy), which protects them personally for any liability for which the company is unable to reimburse them, and the other part reimburses the Company for any amount paid to its directors and officers for expenses incurred in successfully

defending actions based on alleged negligence, default, breach of duty or breach of trust.

A condition of this cover is that the director or officer must pay the premium required personally and it must not be paid by the company or any related company. The level of protection required is optional and the size and exposure of the company must be considered when selecting the sum insured.

It is evident that the frequency and severity of claims against directors are increasing and that a method of protection must be employed to ensure that individuals do not suffer unduly. A Directors and Officers Liability Policy is the vehicle to achieve this protection and a call to HARIB on (03) 483 6300 will provide you with a detailed quotation.



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Perkins helps pack cotton

WHEN it comes to moving cotton, you can rely on the proven power of the Perkins diesel engine to get the job done.

The Detroit Engine & Turbine Company (DETCO) recently supplied a number of Perkins 4.236 Powerpacks to Telleraga Station which is situated in outback New South Wales. Ken Arnott, Group Manager (Cotton) for the National Mutual Assurance Group, who operate Telleraga, specified Perkins power for their mobile cotton module makers, not only for their proven performance and reliability, but also Detco's national parts and service back-up.

The Perkins 4.236 powered cotton module makers pack the cotton into so called "modules" on site for easy shipment to the cotton gin.

The world renowned Perkins 4.236, 4-cylinder diesel engine, is ideal for this type of operation, with ratings of up to 60kW (81hp) at 2600rpm.

The Perkins 4.236 is one of a wide range of Powerpacks currently offered by Detco. Perkins Powerpacks are available from the 5kW (7hp) 102-04 up to the 136kW (182hp) 1006.6TW.

Telleraga Station is part of the National Mutual Assurance Group which currently boasts in excess of 17,600 acres under cotton cultivation. They also have 4,800 acres under wheat and a further 3,500 acres under oil seed cultivation for a total crop size in excess of 25,900 acres.

In such vast operation Ken Arnott knew that they must have dependable diesel power. Power that would keep on performing through extremes of climate and not let them down.

The Perkins 4.236 Powerpack provided just that, and Telleraga Station joins an increasing number of cotton growers who specify Perkins diesel power.

Detroit Engine & Turbine Company have a 19-Branch Australian wide sales and service network, and are the sole Australian and New Zealand distributors of the Perkins and Detroit diesel engine ranges, plus Allison automatic transmission.

For further details contact:

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CLIFTON COURT SMITH SC32217

Field Welder Range

THE Lincoln Electric Co. (Aust.) Pty Ltd have designed a number of newer engines into their popular Weldanpower range of field welders.

Use of multi-cylinder engines results in about 6dBA lower sound levels and smoother operation on most models plus a further improvement in reliability overall.

The compact Weldanpower 175 AC welding and auxiliary power source has many of the extra features of the larger models.

The lower sound levels place the new models nearer the Weldanpower 275Q diesel welder in sound emission.

Known as the "quiet one", the 275Q is powered by the quiet Kubota water cooled, four stroke, three cylinder diesel engine. The complete unit incorporates a carefully designed baffle system which also helps to keep sound levels down to a low 72dBA at 7 metres.

Both the Weldanpower 175 and 225 petrol models are now powered by the renowned Vanguard engines, built in Japan for Briggs & Stratton.

The Weldanpower 225 is powered by a four-stroke, two-cylinder Vanguard



The four-stroke, two-cylinder Vanguard engine gives around 6dBA reduction in sound levels.

engine and gives up to 250 amps of DC welding output.

Described as "four machines in one", the Weldanpower 225 AC/DC combines the convenience of petrol power with the extra features of the larger 275Q model for continuous wire and stick electrode welding.

Lincoln's portable wire feeders can be used with the 225 and 275 so operators can benefit straight away

from the ease of semi-automatic and gasless welding with Innershield electrodes.

This allows you to weld in remote and awkward locations where a larger welder just won't go, such as work at heights, with Lincoln LN-22 and LN-25 wire feeders with cables that can be extended.

The machine features a multi-current selector and fine current settings that can be adjusted for work such as TIG welding. As with all the Weldanpower range, the unit is also an AC generator, replacing temporary lines at job sites to run 240 volt power tools, lights and appliances. Operators can draw up to 10 amps per socket from the double power points and 15 amps on the larger Weldanpowers.

The units handle electrodes for stainless, alloys and high tensile steels as well as for hardsurfacing implements.

For further details contact the nearest distributor or The Lincoln Electric Company (Aust.) Pty Ltd, 35 Bryant Street, Padstow, NSW 2211. Phone: (02) 772 7222.



RentMaster for Renting in Rough Times ??



If you're renting equipment in these difficult times you need all the help you can get to remain profitable and efficient.

So whether you're considering a new computer system, or replacing your existing one, you owe it to your Company, Clients and Financiers to at least consider Intech's RentMaster system.

RentMaster will handle all of the transactions required by any rental agency. From automatic billing through penalty letters, pickup and delivery advices, stock valuation, depreciation and bailment reports to Debtors and General Accounting.

Despite all of its power, RentMaster is still the simplest of systems to install and operate. Best of all, it is designed and supported in Australia for Australian Hire and Rental companies.

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- Optional Accounts Payable & General Ledger available

Computer systems for hire companies

What every operator should know

COMPUTER systems or management information systems are becoming increasingly more common in the Australian Hire and Rental industry. Hire operators are installing these systems at an alarming rate, and those who have automated their businesses claim a major competitive advantage.

But what is the attraction in these hire systems? What can they do that is so spectacular, and what are the pitfalls to watch out for when purchasing a hire system?

What's the fuss?

The new range of hire systems developed by local and overseas software houses are making life for the modern hire firm much easier. Equipment can be ultimately controlled, on-hire and off-hire transactions can be completed in seconds and headaches like end-of-month are processed automatically. But which system is right for your hire business? And where do you start looking when you want to enter the automated business age?

Operating Systems

Firstly, there are two major software operating systems that you will come across, DOS and UNIX. These form the fundamental building blocks that will allow your computer to understand your commands. In short, go for DOS if you want a single user system, and use UNIX for two or more work stations. But remember, your operating system you choose is for good, so if you have any plans whatsoever for future expansion, play it safe and choose UNIX. You'll be glad you did.

Which Software is right for you?

A computer and an operating system are still only the equivalent of a blank sheet of paper. The software is the part that will make your hire system different to your competitors' systems.

Saying it's the most important part of your system is an understatement.

There are many different software packages available for the hire industry,

all of which work. So how do you choose the package that is right for your business?

It's really quite simple.

This will be the software package that performs every function your business requires. A few Australian software developers will tailor their systems to fit your company exactly. On the other hand, if you choose an "off-the-shelf" system, you can check this out by reading the overviews of the programs. Any software manufacturer will send you a copy of these upon request.

Australian Software vs The World

Then there is the question of whether to buy Australian software or the overseas developed product. Each has its advantages and disadvantages. Most of the systems you see advertised are American or Canadian products that have been altered to suit Australian conditions, currency, requirements, etc.

These have the advantage of being established overseas in a proven market. However, they are often considered inflexible as their writers are overseas, and the "off-the-shelf" program you buy cannot readily be altered. This may also pose a problem in the future if you decide you require more from your software. At worst, you would have to scrap your old software and start again from scratch. A costly mistake!

Australian software tends to be more flexible, as the writers reside here and can easily be contacted to alter the system to your requirements, or in case a problem arises. In many instances you will find Australian software is better matched to our industry, as it was developed from the ground up to suit our conditions. But beware, not all Australian software has this flexibility. Make sure you ask if the system can be altered to suit your business, and make sure the software was written by the company that is marketing it. Many software agents care less about the quality of your system than their commission cheque at the end of the deal.

The Demo

The demonstration will probably be the most important factor in your purchasing decision. The time of reckoning. Firstly, make sure the person giving this demo is a programmer and not just a rep, or you'll find many of your questions will remain unanswered or ignored.

Secondly, tell them exactly what you want. Everything you want. Your requirements are going to be different to everyone else's, so if the system can't be adjusted to suit your needs, find one that can. You should never have to alter the way you do things to fit the system, the system should always adjust exactly to your requirements.

Support – the lifeblood of your system

Computers, being the wonderful machines they are, like all other wonderful machines, break down. And they always break down at the worst possible time. So make sure the system you buy offers excellent support, because a system is of little value when it's not working.

In the demo, ask what support is offered, determine how easy it will be to contact programmers to fix hiccups, and establish arrangements and charges. The best way to assess support is to call a company's present customers. They'll soon tell you if their support has let them down.

So good luck in your search. Ask plenty of questions, make your requirements heard and never take "it can't be done" for an answer. You are the one spending the hard earned money so you shouldn't have to compromise.

Buying a dud system, especially one with poor support, can be a nightmare. But get it right and it will save you many hours and plenty of headaches. Most say it's probably the best investment they've ever made.

For further information contact

Tony Peterson

Systems & Management

PO Box 1299, Fortitude Valley 4006

Phone: (07) 257 1545

A new generation in leads

A NEW potentially life-saving lead giving protection against fatal electrical faults is the latest addition to the vast range of products from Ramset Fasteners.

Called "The Smart Lead", it is an extra heavy duty lead designed specifically for use in industry, the building trades, or wherever a tough, reliable cable is required.

The flow of current through the Ramset Smart Lead is constantly

monitored by a unique electronic circuit incorporated in both plug and socket.

When the power is on, a green light glows at both ends to indicate that all is safe. If a fault occurs, such as a missing earth or polarity reversal, an orange light begins flashing immediately to warn of potential danger. "This is why we've called it The Smart Lead. Governments are urging businesses to make the workplace safer or end up out of pocket. And by quickly warning of

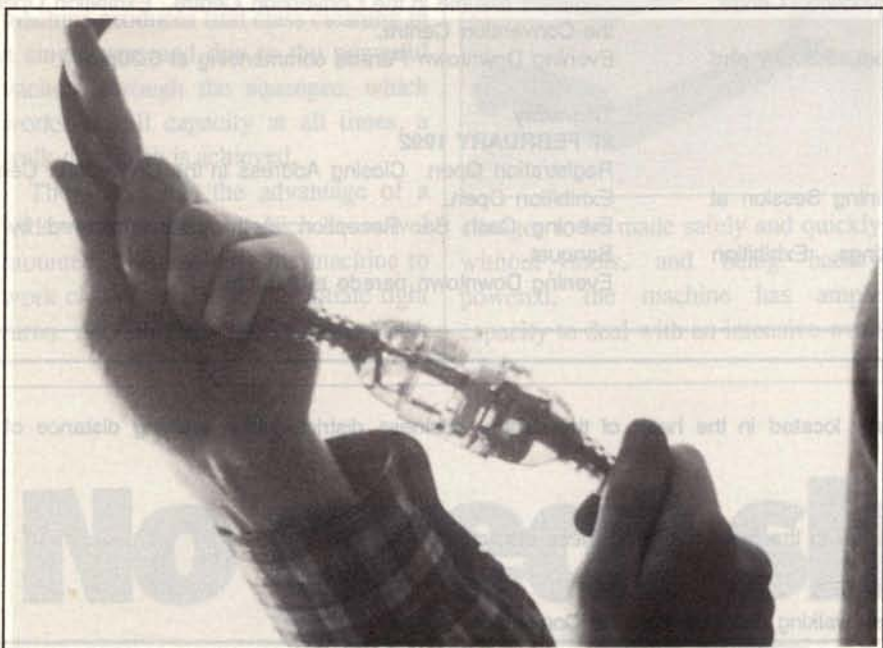
potential danger, The Smart Lead greatly reduces the risk of electrocution," a Ramset spokesman said.

Both plugs and sockets are made from clear, impact-resistant PVC, allowing the user to inspect the state of the connection at a glance before using the lead or to see where the fault has occurred.

In the past, leads have been known to be "misplaced". This is not only a nuisance but costs money. As a deterrent, Ramset will print a company name, or any 45 character message, twice every meter, along the centre length of the Smart Lead at no extra cost.

The Smart Lead is available in standard lengths and made-to-order. It is purpose built to suit the job perfectly, and complies with the Occupational Health and Safety Code of Practice and Australian Standards AS3199/AS3112/AS3120.

Added features of The Smart Lead include a special synthetic rubber casing that resists most chemicals and stays flexible even in below freezing temperatures, a choice of bright colours including orange, yellow, blue and red for added safety on the job, and it comes on a re-usable plastic spool or steel-framed reeling unit for easier use and storing.



Omnihire — now better value than ever

OMNIHIRE, the specialised computer software Hire Industry, which has always been the most cost-effective solution to the administration and running of your Hire business, is ever better value today. Why? Well, read on.

The developers of Omnihire believed that your valuable time should not be tied up in the office but out there where the real benefits can be achieved — **serving your customers**. Omnihire has been designed and written in Australia to suit **your** hire business.

The Omnihire programme covers all aspects of hire administration, includ-

ing customer and stock records, invoicing and statements, outstanding plant, advance bookings, cost of maintenance and a host of other functions.

Omnihire will run on any IBM compatible PC system, although Mid-Comp Pty Ltd can bundle a special hardware and software package for you, offering even better value for your money.

But why is Omnihire ever better value for money today? Because, until the end of 1991 Omnihire is being offered at **20% off normal pricing**, but without any discount support. Why? Because the business climate today

demands the absolute best. And now is the ideal time to change over from those manual procedures or to upgrade from any other system you may be using.

What does this mean for you? Well, for only \$2,990 (RRP is \$3,750) Omnihire can be working for you while you are supporting your customers rather than being tied up with the paperwork. And you save \$750.00.

Contact: Mid-Comp Pty Ltd
PO Box 739, Bayswater 3153.
Telephone: (03) 644 3883.
Fax: (03) 729 8208.



AMERICAN RENTAL ASSOCIATION



36TH ANNUAL CONVENTION AND RENTAL EQUIPMENT SHOW NEW ORLEANS - 24-27 February 1992

PRELIMINARY PROGRAMME:

Saturday

22 FEBRUARY 1992

Full Day "Tent's Today" Workshop. Convention Centre.
Registration Open at the Convention Centre.
Downtown Parades commencing at noon, 1pm and 6pm. Don't forget your camera.

Sunday

23 FEBRUARY 1992

Full Day "Tent's Today" Workshop. Convention Centre.
Registration Open at the Convention Centre.
Downtown Parades commencing at noon, 1pm, 5.30pm and 6.30pm.

Monday

24 FEBRUARY 1992

Registration Open. Convention Centre. Opening Session at the Convention Centre.
Followed by Seminars, Regional Meetings, Exhibition Open and Regional Receptions

Tuesday

25 FEBRUARY 1992

Registration Open. Convention Centre. Seminars and Exhibition at the Convention Centre
Downtown Parade commences at 6.30pm

Wednesday

26 FEBRUARY 1992

Seminars resume in the Convention Centre. Exhibition Open at the Convention Centre.
Evening Downtown Parade commencing at 6.30pm.

Thursday

27 FEBRUARY 1992

Registration Open. Closing Address in the Convention Centre. Exhibition Open.
Evening Cash Bar Reception at the Hilton followed by the Banquet.
Evening Downtown parade at 6.00pm.

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AMERICAN RENTAL ASSOCIATION 36TH ANNUAL CONVENTION AND RENTAL EQUIPMENT SHOW NEW ORLEANS - 24-27 February 1992

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The Self-Drive Hakomatic BR53

HAKO Australia has released the Hakomatic BR53, a self-drive Scrubber/Dryer with variable forward and reverse drive, designed for the intensive cleaning of all types of hard flooring. With a working width of 53cm, a 46-litre cleaning solution tank and a 42cm recovery tank, the BR53 can clean up to 1800 metres squared per hour. Furthermore, this compact and economical machine produces first class cleaning in a single pass and due to the powerful vacuum through the squeegee, which works at full capacity at all times, a walk-dry finish is achieved.

The BR53 has the advantage of a wider rear squeegee which is swivel mounted, thus enabling the machine to work close to walls and negotiate tight turns. An integral stand allows brush



changes to be made safely and quickly without tools, and being battery powered, the machine has ample capacity to deal with an intensive work

cycle without the hindrance of a power cable.

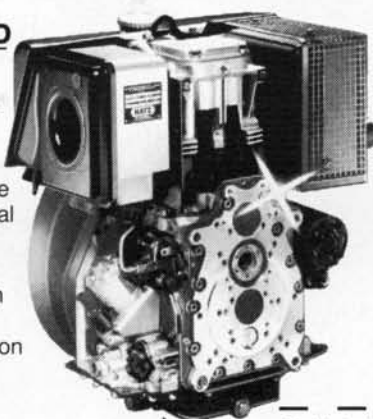
Simple to operate and highly manoeuvrable, the Hakomatic BR53 has detail refinements including a drive axle differential designed to make the unit easy to turn and reduce tyre scuff. Furthermore, the ergonomically designed handle is fully adjustable to suit any operator with all controls being grouped together for easy reach, and all systems and drive stop, if the main handle is released. The BR53 also features a built-in charge indicator, which provides a quick visual guide to battery condition, and a keyed main switch to prevent unauthorised operation.

For further information please contact Hako Australia, Unit J 10/16 South Street, Rydalmere, NSW 2116, or call us on (02) 684 2433.

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When you consider equipment that's going to show a good return on investment, you probably consider two main factors:

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The range of Stihl power equipment is your best investment: Stihl Chain Saws, Stihl Brushcutters, Stihl High Pressure Water Cleaners, Stihl Vacuum Cleaners and Stihl Specialty power products.

A German engineering heritage assures a long life of easy, reliable, effective operation. And a minimum of ten year spare parts availability, together with 24 hour turnaround, assures maximum productivity. And minimum downtime.

Best of all, people like using Stihl equipment. Power, safety and performance are integral to their engineering. (Stihl is the first brand of Chainsaw to carry the Australian StandardsMark.)

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‘Flying High’ with Macfarlane Generators or Macfarlane helping the ‘Flying Doctors’

RECENTLY had the opportunity to visit a location shoot on a farming property near Menton. It was part of an episode of Flying Doctors produced by Crawford Productions. I spent some time at the set and I would like to share some of the details with you which I hope you will find of interest.

The scene surroundings were not staged, they really are as photographed. An old original cottage with falling down verandah, rusty farming implements strewn around the outside, creating the true Outback Shanty. Crawford Productions have location scouts, whose sole job is to drive around the countryside and keep their eyes open to find suitable buildings, scenes, and equipment which might be suitable as a backdrop for a scene. They record and photograph the details for use at a later date.

This particular scene was shot and re-shot with only two people in it, the doctor and the patient, but what intrigues me is the number of people required as the back-up team to make it all happen. The following are just a few that come to mind: the camera-man, director, lighting person, props people, sound recordist, boom operator, clapper operator, make-up people, catering, script writers and of course the electrician.

All the people on the set just to film two people having a chat. No wonder the cost of producing a film is so expensive.

Of course, once the film is produced and shown, it is not guaranteed that it will receive favourable reports or that people will enjoy it. Entertainment such as films, and TV series, become very much a matter of taste, and even along with all the people, scenes, organisation and equipment and money that may be spent on that project, it does not guarantee success.

One of the more important items of equipment is, of course, the generator. MacFarlane specialise in providing purpose built generators for the film and television industry. Macfarlanes were virtually the pioneers in this field in Australia and still consider themselves as the leaders in this field, with probably the largest generator fleet in Australia, based in Melbourne, Brisbane and Sydney. The service back-up that Macfarlanes offer the filming industry is second-to-none with quiet reliable steady power at all times. In the unlikely event of a fault or breakdown, Macfarlanes are there fast with either an experienced serviceman or a change-over unit.

Macfarlane's assistance in the film industry is vital, and the number of films and TV series they have worked on almost depicts a who's who in the Australian film industry.

As well as hire to the film industry, Macfarlane also services and sells generators both new and used.

For ALL your power needs, or for more information call Macfarlane Generators, Power Anywhere, Anytime.

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Brisbane: — 52 Campbell Street, Bowen Hills. Qld 4006.

Tel: (07) 252 9957.



On location with the Flying Doctors, showing the actors rehearsing their lines and some of the support staff needed to bring the entertainment to your home.



The Old Shanty with the actors going through their lines.



The Macfarlane generator on location with the Flying Doctors, powering the amenities van, make-up van, and the caterers as well as the lights for the location shoot.

Kubota appoints new chairman and managing director

KUBOTA Tractor (Aust.) Pty Ltd has announced the appointment of Mr Masahiro (Mike) Nagasawa as Chairman of the Board and as Managing Director, to succeed Mr Hisashi Fukutomi, effective from 1st September, 1991.

Mr Nagasawa, an Economics Graduate from Saint Pauls (Rikkio) University in Tokyo, entered Kubota Corporation in 1969. He was a member of the Export Departments in both Tokyo, for five years, and in the Osaka Head Office for seven years.

Mr Nagasawa comes to Australia, after nine years' extensive experience in marketing and sales, as Vice President of Kubota Tractor Corporation (KTC) in the USA.

Kubota's rapid growth to market leadership in Australia has resulted from its concentration on quality. Mr Nagasawa aims to build on Kubota's success and lead into the future a robust company which can weather the varied economic conditions inherent in the Australian cultural market.

Mr Nagasawa emphasises the importance of quality of the product and its



delivery to the Australian consumer through quality in leadership, employees and the dealer network. Mr Nagasawa believes it is the excellence of the "people on the job" that provides the competitive advantage for quality product and enables Kubota to meet the needs of the customer.

Kubota's market leadership has built on the success of its under 40hp tractors, where almost one in every two units retailed is a Kubota. Mr Nagasawa is keen to further develop Kubota's potential in the 40-100 hp

segment of the market. This move is enhanced by the broader agricultural product range that Kubota now distributes, which included Krone hay and tillage equipment (from Germany) and Tecnoma agricultural sprayers (from France).

Kubota's Power and Garden Equipment division has a short history in Australia. Mr Nagasawa is seeking to expand the product range and improve market share. He also sees a bright future for the Construction Equipment division. While the existing market is small, there is room for Kubota to improve its share and to find new applications for its equipment.

Mr Hisashi Fukutomi leaves the position after 6 years, in which he has directed Kubota through a period of impressive growth. Since 1985, turnover has increased from \$23 million to peak at \$62 million. In that time staff increased from 43 to 68 as the Construction and Outdoor Power Equipment divisions were added. The dealer network has expanded three-fold during this period. Most recently Kubota has further expanded its product range to include engines and generators, and now distributes Beaver turfcare equipment.

Kubota Tractor (Aust.) Pty Ltd recently moved to a 20,000 square metre warehouse and office complex in Broadmeadows. From 3 small offices and a warehouse in 1985, Kubota has seen great change. "We did it all together. I am very appreciative of the support received from all KTA staff, from the dealerships, and from our esteemed customers," said Mr Fukutomi.

Mr Nagasawa looks forward to maintaining excellent relationship with the dealer network. "It is with mutual reliance that we will enjoy mutual profit," he said. The future looks bright as the company expands its product range and plans for an era of even greater support from quality dealership to service Kubota's customers.

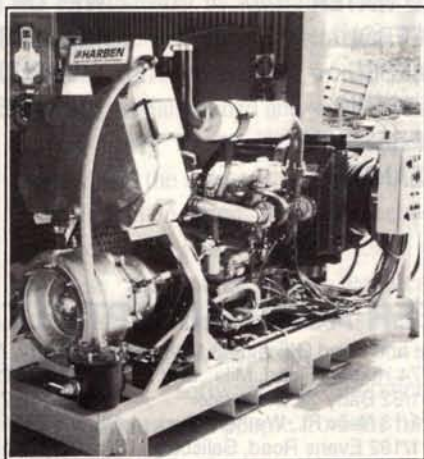
Senior Introduces Harben

SENIOR, one of Australia's foremost engineering Companies, introduces the "Harben" Century Series of High Pressure Jetting Units.

Harben units start where water blasters finish, with pressures up to 12,000 psi and flows of 150 lts/min. This is power for cleaning, cutting, descaling and drain cleaning. The units can be skid, trailer or truck mounted.

High pressure units are coming more to the fore in construction and industry, making cleaning and work preparation easier and faster as well as environmentally friendly. Senior have the complete range of Harben High Pressure

Jetting Units ideally suited to the hire industry.



Kellogg buys eight PALiFTS

KELLOGG (Aust) Pty Ltd has long been synonymous with multi pack breakfast foods in Australia. Multipacks are handled 300 at a time and because the process involves complicated and unusual extra steps in packaging, handling has to be done manually.

As backstrain is usually prevalent where lifting and carrying of large loads is required, Kellogg needed a materials handling product that would improve the situation.

Packaging supervisor and training officer, Steve Macris, chose PALiFT. CHEP Australia put a system on trial and, after testing, Kellogg bought the PALiFT. As the objective was to reduce back injury, PALiFT became an instant success.

According to the CHEP, PALiFT is a simple, efficient and economical solution to the problem of manually loading



Packing machine operator Georgine Nicolaou avoids unnecessary backstrain with PALiFT

and unloading pallets.

The scissors action of the PALiFT system makes it mechanically simple and robust. The lifting force is generated by a compression spring sys-

tem, which is tailored to suit the company's requirements. It is safe, reliable and fast.

Steve Macris says, "Previously, all our lifting was done by the staff. Now, as PALiFTS are so manoeuvrable, they can be taken to the load, rather than the other way around."

PALiFTS have been so successful in this area that Kellogg now operate eight systems in their warehouse, located in the Sydney suburb of Botany.

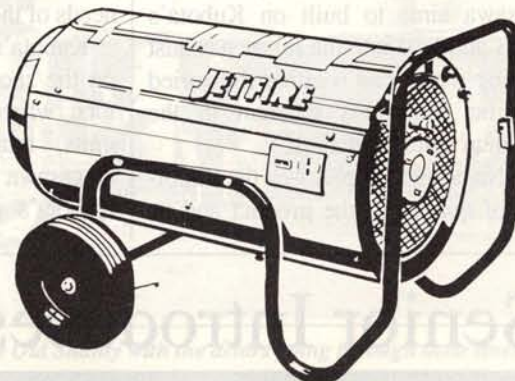
CHEP Australia, an enterprise of Brambles Australia Limited, provides a wide range of materials management support products and services.

For further information contact:

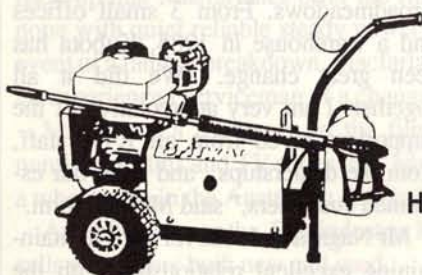
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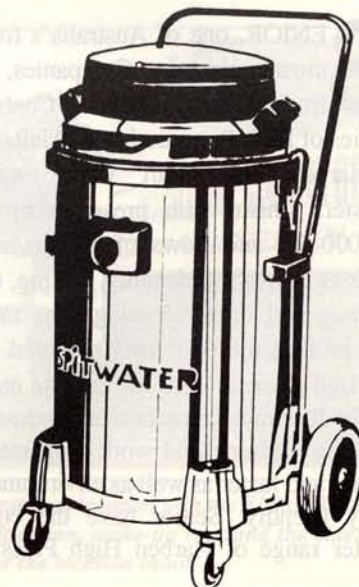


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Trilogy – Commitment Breeds Success

WHO ARE Trilogy Business Systems? Why are they so successful with their Trilogy Rental Accounting Computer System, commonly known as TRACS?

This is the question that is asked daily and to answer it fully one needs to take a look at the history of Trilogy, their areas of expertise and, more importantly, their business philosophies.

Trilogy is an Australian company with its head office based in Sydney and branches in Melbourne, Brisbane, Adelaide and Canberra. Service outlets are also maintained in Perth, Tasmania and the Northern Territory.

Trilogy's involvement in developing software for specialised markets such as the Hire Industry dates back to the early 70s when the company recognised the need of industry sectors to have software packages specific for their own markets. Indeed, Trilogy's success today can be largely attributed to those early decisions to diversify and not depend on a single market or a unique product.

The market and products in which Trilogy has chosen to specialise include:

Hire and Rental	– TRACS
Accounting	– FAMAS
Building and Construction	– LEADER
Stockbroking	– TRADES
Wholesale Distribution	– EUNICE
Hospitality	– CLS

Trilogy is structured in such a way that each of these markets has a team of Trilogy staff members dedicated to the support and ongoing development of their particular product. Team members are encouraged by Trilogy to become involved with industry Associations and customer groups within their market sectors in order to maintain an awareness of the needs of those sectors.

In 1988 Trilogy first became aware of the opportunity that existed within the Hire Industry after being ap-

proached by a number of hire companies who asked them to develop a software package which would handle all the intricacies and anomalies of this extremely complex industry. Research revealed that very few Australian hire companies had been able to successfully computerise their business, and even fewer computer companies were able to provide a realistic solution.

Realising this was an opportunity which fitted perfectly into their business philosophy of developing vertical markets, Trilogy set about detailed investigation into the requirements of the Hire Industry.

Part of this "investigation" involved talking to people within the industry who had spent years searching for a suitable package. It was during these discussions that an American company called Computer Ease was first brought to the attention of Trilogy. Computer Ease, through their product, the Rental Centre System, had become recognised as the market leaders in America. Trilogy staff was sent to America to look at the various packages available in the U.S. (including the Rental Centre System), to get some idea for the development of their own hire package. So impressed were the Trilogy staff with the Computer Ease Company and their product, that it changed their thinking on developing their own package.

During Trilogy's investigations of the hire industry in Australia, one fact that became very clear to them was that the final software product would need to be Australian owned and supported if it was going to receive any support from within the industry.

With this in mind, Trilogy reached an agreement with Computer Ease to purchase the source code, technical documents and the marketing rights for Australia and New Zealand.

Trilogy's software development staff, working with people from the hire

industry in Australia, carried out the programme changes required for the local industry, while their sales and support staff attended training courses in America and Australia.

With their staff fully trained and the required software changes completed, "TRACS" was launched into the Australian market-place in July 1989. Trilogy and TRACS have come a long way since those early days. Customer confidence in the product and Trilogy's total commitment to the hire industry has seen TRACS comfortably become the market leader. Certainly, no other company could claim to have installed in excess of fifty sites over the past two years. It is a measure of the product and the industry's confidence in it that the companies are purchasing TRACS even in these trying economic times.

Indeed, existing users of TRACS maintain that the system has aided them enormously in these difficult times by providing them with accurate, up to the minute information which has allowed them to make better informed management decisions which have been crucial to the progress of their business.

Trilogy's willingness to support and learn from the hire industry has been one of the major contributing factors to their success. It is a lesson they have learnt and applied in all their vertical markets. Always in attendance at Hire Association functions and always willing to sponsor various events and seminars, they have been able to make a very worthwhile contribution to the industry.

Their involvement with the regional Hire Associations has seen them run seminars as far afield as Forster in NSW and the Northern Roundup in North Queensland. They have also been heavily involved at each of the Hire Conventions since 1989. The clear mes-

Continued on Page 32

Continued from Page 31

sage from Trilogy is that they are in for the long haul and that can only be good for the industry that has seen far too many "fly by nighters".

Another excellent example of Trilogy's willingness to learn from and work with the industry is shown in the form of their User Group meetings which are held annually. This unique concept has been used very successfully by Trilogy in a number of their vertical markets over the years. The meeting brings together TRACS users from all over Australia and New Zealand and the two meetings held to date have generated great enthusiasm. Frank discussions are held on topics which range from the service provided by Trilogy to

specific queries from individual users.

The meeting also provides the opportunity for people who may otherwise never have met each other to exchange ideas on how best to use TRACS as well as the running of their businesses.

However, the main object of the User Group meetings is for Trilogy to receive guidance from the users as to where the industry as a whole is going and more particularly what direction they believe TRACS should be headed in. One of Trilogy's major strengths is that they believe the products belongs to the users, and the future of the product will be determined by the users. Maximum input is therefore sought from the users on issues pertaining to the future development of TRACS.

Trilogy believe they have only just laid the foundations and with their proven experience in servicing vertical markets and their ever growing knowledge of the hire industry, are determined to make TRACS the industry standard for computing solutions in the hire companies throughout Australia and New Zealand.

To achieve this they will continue to work closely with their existing users as well as continuing to build on their already substantial relationships within the hire industry around the country. They are confident their unswerving commitment to TRACS and the Hire Industry will see them achieve this goal in the very near future.

Shindaiwa Heavy Duty Brushcutter

SHINDAIWA brushcutters love a challenge. The design and workmanship of the Shindaiwa brushcutter allows you to cut through heavy grass, brush and even tree branches, using a machine that starts first time, has better balance and less weight than other brushcutters, and enables you to get to those hard to get places.

Backed by a 2 year warranty, the Shindaiwa B-52 model has a strong 41.5cc powered motor, a chrome bore for longer life and better performance in dusty conditions, and 2 steel blades for heavy duty cutting. This light weight brushcutter also features a 2-ring piston, chrome drive shaft, bike handle bars for balance, and a rotating head on the shaft for versatility.

Shindaiwa, founded in 1952, was the first manufacturer in Japan of electric saws, and entered the Australian market nearly a decade ago.



Shindaiwa Products have an extensive range of brushcutters, chainsaws and assorted products. A complete range of brushcutters is available ranging from 20" bent shaft up to 45" straight shaft.

For further details on Shindaiwa brushcutters and chainsaws, please contact Glenn Brown, Business Manager - Outdoor Power, at Pricotech Leisure Brands Pty Ltd, on toll free 008 22 5308.

Introducing New Workhorses from Flextool

FOLLOWING the release by Honda of the new GX series engines, they are now being fitted by Flextool to power the range of concrete vibrators, submersible pumps, plate compactors and floor saws.

The new motors provide increased performance for the Flextool product range.

Previously a 5.0 hp Honda motor powered the plate compactor and the range of flexible shaft driven vibrators and pumps. This has now been upgraded to 5.5 hp model GX160.

For increased performance in heavy pumping applications the heavy duty unit now boasts a powerful 8.0 hp model GX 240 Honda motor. The new 11.0 hp model GX340 is the motor chosen to power the concrete floor saw.

Main features of the new motors are: improved starting, lower fuel and oil consumption, lower noise and engine vibrations and most important, easier maintenance.

Flextool Products powered by these new Honda engines give you the best that today's technology has to offer.

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Brisbane: Phone: (07) 252 2306. Fax: (07) 252 5359

Adelaide: Phone: (08) 296 1511. Fax: (08) 296 3201

Perth: Phone: (09) 451 2077. Fax: (09) 350 5011.

VICTORIAN REPORT

State Director's Report

THEFT OF EQUIPMENT

David Angus reported on a letter received from the Victorian Police Crime Prevention Bureau in reply to the Association's letter which proposed several ways members could reduce the incidence of theft of equipment.

It was felt that the Bureau's letter contained several useful ideas and David undertook to draft a circular to be sent to members and to write a letter of thanks to the Crime Prevention Bureau.

REGISTRATION OF TRAILERS

David Angus contacted VicRoads regarding registration of trailers and suggested that the scale of charges be simplified. It now appears that there is a push for charges to be levied on a national basis.

COUNTRY REPORT

Roger Haebich reported that several country members had recently had an enjoyable get-together at Kerr's Northside Hire in Geelong.

TEMPORARY SITE SERVICES DIVISION

It was noted that a sub-committee was appointed to prepare detailed costings for the proposed introduction of a recommended scale of charges.

Mal Wesson appears to be receiving positive responses from several councils regarding site toilets.

Following legal representation by C. Cody, Solicitor, the proposed tender by Broadmeadows Councils for the supply of site toilets is now being considered. It was noted that all members who hire site toilets will be asked to contribute approximately \$300 to help meet the legal costs.

NATIONAL ASSOCIATION

At its last meeting the National Association asked State regions to prepare a document outlining the aims and objectives of the National Association.

A copy of South Australia's letter and a fax from the New South Wales Association were tabled. Following discussions Barrie Cerda undertook to draft Victoria's statement on the aims and objectives for presentation to the next meeting of the National Association on August 20.

HIRE AND RENTAL INSURANCE BROKERAGE

It was noted that copies of the Insurance Brokerage Agreement have been received and will be signed by the President and one other Director.

CONVENTIONS

It had been suggested that future conventions be held on a bi-annual basis rather than yearly. Following discussions it was agreed that conventions be held on a yearly basis.

STATE DIRECTOR

The President read a letter from the State Director regarding his terms of appointment. A sub-committee consisting of Barrie Cerda, Mike Wilton and Heinz Schendzielorz was appointed to consider the letter and report back to the next meeting.

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efficiently. And should you ever need a replacement part you'll find most are available instantly. No waiting, minimal downtime.

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Continued from Page 31

"Coming of Age"

21st INTERNATIONAL HIRE CONVENTION & EXHIBITION



HOTEL CONRAD and
JUPITERS CASINO
GOLD COAST, QUEENSLAND

16 TO 20 AUGUST 1992

THE 21ST INTERNATIONAL HIRE CONVENTION & EXHIBITION

*Hotel Conrad and Jupiters Casino
16-20 August 1992*

AUGUST 1992 sees the return of the Hire industry to the fabulous Gold Coast and Hotel Conrad for the industry's 21st Conference, appropriately called "Coming of Age".



Those who attended the landmark 1988 Convention will remember the excitement of that event and 1992 will be even better.

Convention

Business sessions at the 21st Convention will focus on issues of importance to all industry members, legal issues, staff training, marketing, future challenges, safety and protection regulations and

more...all will be addressed by skilled presenters in plenary workshop sessions.

The 21st Convention will equip delegates and their businesses for the challenges to come challenges which must be faced by all members of the industry.

Yard tours will feature the very best operators in the South East Queensland region.

Coming of Age will be educational, entertaining and enlightening in short, you **must attend**.

Exhibition

In 1988 over 120 exhibition spaces were occupied and in excess of \$13 million worth of goods were ordered on site organisers of the 21st Convention are out to break this impressive record!

The Exhibition will be located immediately adjacent to convention session and catering areas with high delegate traffic guaranteed. Even heavy lift equipment will be located on the same level.

Companies wishing to exhibit are urged to contact the Convention Secretariat urgently to secure their space.

Convention Venue

The Gold Coast is Australia's favourite playground and offers delegates an immense range of leisure and recreational facilities. Choose from 8 international golf courses, over 40 kilometres of prime surf beach, Australia's premier theme parks, a vast selection of restaurants, clubs shopping, night spots...the list is endless.

Hotel Conrad has been fully refurbished since the 1988 Convention and offers many new attractions, including the "Prince Albert" traditional English pub, a direct monorail link to the new Oasis shopping centre and the beach and much more.

For More Information

The Convention Secretariat is open all office hours to assist you with information on exhibition, registration and accommodation.

Fax and Telephone: (07) 369 3731

Postal: Secretariat

PO Box 177

Red Hill, Qld 4059.



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Convention with a difference

SEVEN simultaneous conferences/annual general meetings, fifty-three trade exhibitors, four hundred and fifty delegates and partners – all this was the scene in the centre of the capital city of Wellington at the beginning of July when the Hire and Rental Association of New Zealand held their 1992 Convention alongside six other trade organisations as part of the CONTRACT CONVENTION '91.

80 delegates and partners attended the Hire & Rental part of the Convention which saw as its highlight keynote speaker, Keith Klarin, past President of the American Rental Association. Keith spoke to members on current trends chiefly within the Party Hire Industry in America and then fielded a number of questions from delegates. We were delighted to have Keith and his wife Pat with us to share their expertise.

Keith is a regular contributor to the American Rental Association Management magazine and his column in the September edition covers his trip 'down under'.

The Annual General Meeting was a time to evaluate just where the Association was going and some stirring words from Executive Director Kelvin Strong has prompted action within various sectors of the Association.

We were pleased to welcome Australian visitors Gordon and Marie Elley from Adelaide to the Convention.

President Glen Craven was re-elected for a further one year term and Paul Booth was elected a Director for a three year term, representing Zone 2 (lower North Island).

A ride up Wellington's Cable Car was the beginning of the Awards Banquet evening held at the Skyline Restaurant overlooking the lights and harbour of the city. Thanks to the expertise of Colin Taylor (TSL Hiremaster Rentals) and his staff, the

restaurant was decorated with a mass of balloons.

1991 Award recipients were:

Zone 3 Image Award – Lowes Hire & Engineering, Opoitiki.

Zone 2 Image Award – Napier Hire Centre, Napier.

Zone 1 Image Award – Timaru Hire Centre, Timaru.

The Phil Levy Award for contribution to the Industry was presented to Diane Bates of Hamill Hire Ltd, Christchurch. Diane had been Zone Secretary for many years and had been Convention Director of the 1989 Christchurch Convention.

A remit adopted at the Convention called for photographs to be shown on drivers licences and the Association is currently seeking the opinions of a number of other Associations/Organisations prior to determining what action to take next. A proposal along these lines has been promoted by various groups for many years but so far to no avail.

American Rental Association 1992 Convention

Plans are finalised and tour brochures issued (all Australian State Secretaries have a copy) for a tour to the New Orleans Convention in February 1992. The tour leaves Auckland February 19 and provides for a number of options once New Orleans is reached, including cruising up the Mississippi and/or then flying to Orlando and Las Vegas as part of the return trip.

1992 New Zealand Convention

The 1992 Convention for New Zealand will be at the Sheraton Hotel, Rotarua, August 11-13 next (the week prior to the Australian Convention). Planning is well advanced for this event with a bit of a difference to that of previous years, including inter-zone competitions.

Employment Contract Agreement

Following on from the introduction in May of the Employment Contract Act which enables the employer/employees to negotiate their own contract direct once current awards expire, the Association has produced a draft contract agreement which has been distributed to members for their possible use either as presented or in a modified form.

Terms & Conditions of Contract

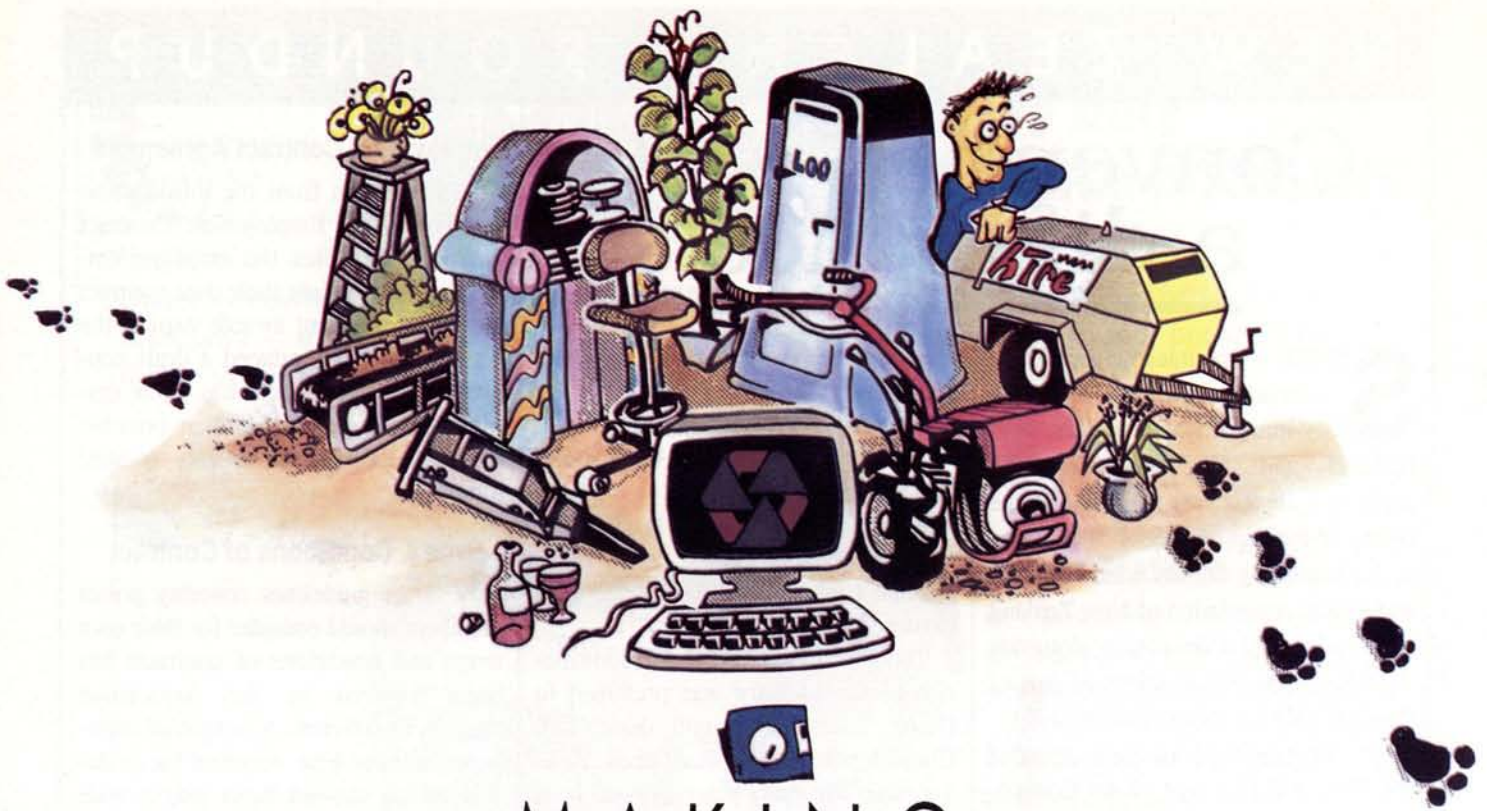
A set of guidelines covering points members should consider for their own terms and conditions of contracts has been prepared by the Association through its solicitor. A sample of members contracts were received for evaluation which showed there was a wide range of wording from the simplified to the very extensive. The undertaking of this project in part was the result of a recent consumer survey of the Industry which criticised some of the wording (and size of wording) appearing on contract documents.

1991 Membership Directory

The 1991 membership directory has been published and distributed to all members and various other allied trade organisations. With all telephone numbers changing within New Zealand over this past year, this is an important document.

Party Hire Seminar

Mid-June saw 19 members from the Party Hire scene meet in Auckland firstly to visit the Hospitality Trade Show and then to spend a day visiting 9 suppliers in the greater Auckland area. Opportunity was taken to also discuss matters affecting the party hire industry and what part the Association can play for members. The Association directors joined with the members on the second evening to discuss matters raised. One of the important decisions was to hold a half-day seminar specifically on party hire on the first afternoon of the 1992 Convention. A directory of suppliers to the Party and Leisure Industry has also been produced for members' benefit.



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That's what Lieutenant Rhett Thompson of the Country Fire Authority of Victoria, had to say about their squad's Kawasaki GA3200A generator. It features a powerful 7.5hp engine with low oil alert, AC/DC outlets and built-in circuit breakers. With 10 models in the range (from 550 to a mighty 4,500 watts max at 60 Hz), there's a Kawasaki Generator to suite your size and power needs exactly.

Kawasaki

The Power behind the pros

Hire Convention and Equipment Hire Exhibition 1991

WELL, FOR those of you who missed the Convention, a wonderful time was had by one and all. The Convention Committee did a terrific job and should be congratulated for all their efforts. The Novotel Hotel has a wonderful view overlooking Darling Harbour and the weather was perfect for those overseas, country and interstate guests to view our wonderful city at its best.

Seminar speakers Will Buttrose and Ita Buttrose in particular were very entertaining and Ita had a real message for us all in her "Power of Positive Thinking" and "Determination". Ita spoke with particular reference to the Hire Industry giving some good examples of how to succeed.

Will Buttrose believes Australia is moving out of the recession and also lightened our spirits with a few good jokes which I'm sure have been passed on far and wide by now.

Congratulations go to Andy Kenard, who received the President's Award 1991.

The Gala Dinner was a fabulous evening with excellent food and entertainment. I'm sure everyone loved the band who got those "foot tappers a tapping" and those "dancers a dancing"!

A video of next year's convention in Queensland was shown and a very entertaining comedian delighted us with his wit and tricks as part of the promotion for next year's convention to be held at Jupiters Casino from August 16th to 22nd.

I enjoyed meeting you all at the Convention and hope to be speaking with you soon, maybe you can give me a call with some news items for our next Newsletter!?

Training Book

A reference book which provides detailed information on more than 2500 training development programmes and events around Australia has been released.

Joint publishers Gower Publishing Australia Pty Ltd and Horan Wall & Walker Pty Ltd said The Directory of Training Programmes provided a twice-yearly guide to training courses, conferences, seminars and events for structured training programmes within the guidelines of the Federal Government's Training Guarantee Scheme.

All course and events information is provided by leading training organisations and consultants, including private colleges, in-house training departments, universities and TAFE colleges.

Inquiries to Stephen Wall, Gower/HWW, 100 Harris Street, Pyrmont, NSW 2009. Telephone: (02) 552 2366. Fax: (02) 552 1905.

Retirement Mr George Niven.

At a recent meeting held by the Portable Sanitation Division of the Hire and Rental Association, Mr George Niven was presented with a plaque thanking him for his services to the Industry. Mr Gordon Esden now holds the position of Chairman of that division.

Note!

In regard to the subhire discount given to other hire companies it should be noted that prompt payment must be adhered to!

A date to note in your diary

Annual General Meeting and Principal's Seminar:

Tuesday, 18th February 1992
Park Royal Hotel
30 Phillip Street
Parramatta.

Superannuation

The Australian Small Business Association Superannuation Fund is up and running and agreement was reached at a recent Hire & Rental Association meeting that this should be recommended to members when requests for information on Superannuation are made.

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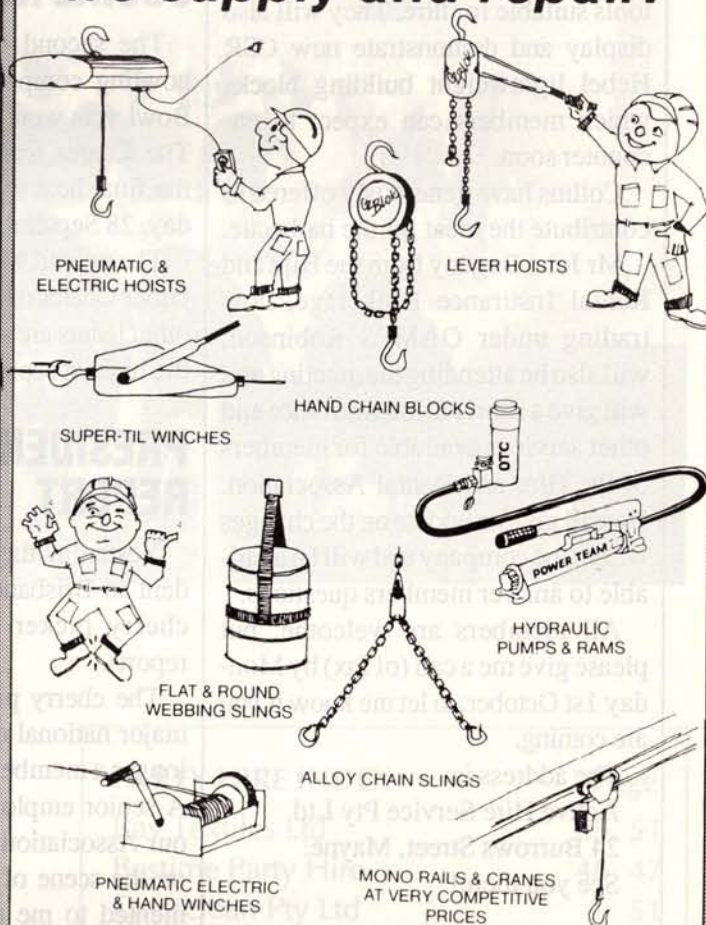
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QUEENSLAND REPORT

BARBEQUE/MEETING

ACTIVE HIRE and Collins Tools will sponsor the next committee meeting with a barbecue and trade night at Active Hire's new depot on Tuesday, 8th October.

The meeting will commence at 6 pm and the barbecue will commence at 7.30 pm.

Collins Tool Supplies will present a display of welding and engineering tools suitable for hire. They will also display and demonstrate new CSR Hebel lightweight building blocks which members can expect to encounter soon.

Collins have generously offered to contribute the meat for the barbecue.

Mr John Bugany from the Hire and Rental Insurance Brokerage, now trading under OAMPS Robinson, will also be attending the meeting and will give a short talk on insurance and other services available for members of the Hire and Rental Association. He will give an update on the changes within the company and will be available to answer members questions.

All members are welcome, but please give me a call (of fax) by Monday 1st October, to let me know if you are coming.

The address is:

Active Hire Service Pty Ltd
24 Burrows Street, Mayne.

See you there!

MORE THEFTS

Brisbane Hire was broken into on the evening of 14th August.

Jonkers Hire received payment by cheque from a Metway bank account cancelled in December 1990. Cheque No. 882752.

The details are:

G. B. Stewart (Glen or Graham), 9 Jamaica Court, Sunnybank. Phone 345 7104. Lic. No. C6875126, issued in Cairns. Driving a late model Courier or Rodeo Ute, Reg No. 698 ASX.

All Hire & Trading were broken into and lost some equipment.

Centenary Hire lost a framing gun, a brad nailer and a Kanga 900 jackhammer to a fraudulent hirer.

The details given were:

Brian Westcomb, 17 Wembley Road, Woodbridge. Phone 209 6752.

Vehicle description: White Daihatsu 2-ton tipper, Reg. No. 118 AOK.

SOCIAL NEWS

The second heat of the ten pin bowling competition at the Milton Bowl was won by Equipment Hire. The Coates team came second and the final heat will be held on Saturday, 28 September.

The overall winning team could be either Coates or Equipment Hire, but other teams are still in the running for the highest score of the night.

PRESIDENT'S REPORT

Yesterday there was another accident in Brisbane, involving a hired cherry picker (see Courier Mail report).

The cherry picker is owned by a major national operator which is no longer a member of our Association. A senior employee of a member of our Association, who was a witness on the scene of the accident, commented to me that he believed the cherry picker failure was the result of a lack of preventative maintenance and inspection.

The company involved has been the subject of many complaints to me in recent months about its practice of heavy discounting. This same company has been reported to have a policy of manual equipment maintenance. I am informed that they have no maintenance staff at all in Brisbane.

If this is so, it is deplorable, because it brings disrepute to all hirers

who become tainted in the public's perception of our industry.

It points to the folly of renting cheap. If we rent out at cheap prices, we can't afford to maintain our gear.

Hirers may be able to get away with inferior servicing for a while, but they will pay the price eventually.

It is vital that equipment that is used in situations where a failure is life threatening is scrupulously maintained and records kept to prove it. At Active Hire, we pay Simon Abbey to give us a 6 monthly survey on our cherry pickers. Apart from any moral obligation and the need for customers to have confidence in our industry, the court imposed penalties for companies and employers and employees found negligent, are horrific.

Next time you have a customer say to you: "you are too dear, I can get it from XYZ for only \$.....," please respond: "yes, but are they maintaining their equipment in a safe and reliable condition?"

Reports also of customers telling all sorts of fibs at the moment, telling us of competitors who are quoting vastly cheaper rates, in an attempt to make us drop our rates. We have caught out a number of them, proving their stories false. Don't believe everything a customer tells you.

Brian Telfer, President

Plunge by two

TWO men working on bill boards yesterday plummeted 6 metres to the ground when the arm of a cherry picker they were using snapped off at the base.

Constable Greg Dwyer, of Chandler police, said the men escaped serious injury in the accident on Old Cleveland Road, about 9.45 am.

Courier Mail, 11/9/91



**It's
Party Time**

**Let's
Party**

PARTY HIRE INDEX

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Major display of award-winning Nomadic presentation system

A MAJOR display of the international award-winning Nomadic Instand modular system was recently conducted at the NSW Art Gallery.

The Nomadic Instand promotional and display system recently won the prestigious Busse gold medal award for long life design, beating nearly 150 other entries for the honour, including Bosch, Mercedes Benz, Braun and Keiper Recaro.

It is distributed in Australia, South Pacific and south-east Asia by Sydney-based Vale Display Systems.

The Busse gold medal award was recently presented to Vale Display Systems' managing director, Phil Vale, by Professor Ken Reinhard, foundation chair of art and design education and dean and director of the College of Fine Arts, University of NSW.

The remarkably lightweight, demountable Nomadic Instand system comes in its own easy-to-carry case and has numerous applications, including exhibitions, trade shows, seminars, conventions, personal presentations and showrooms.

"During the 12 years it has been distributed in Australia, the system has been used for everything ranging from a 48-photograph panel in one frame in the foyer of a major building company to simple table-top presentations.

"Professional fund-raisers, interior designers, clothing stores, sales representatives and training conference organisers have also found the lightweight, flexible product a must for presentation," says Mr Vale.

Many of the users claim that it has measurable visual impact, with audiences impressed by both its simplicity and graphic display of photographic and written images.

"It comes with state-of-the-art accessories in the form of lighting, shelving, magnetic attachments, regarded as the best technology in the world."

The Busse gold medal award is the highest international honour a firm can win for long life design.

Originating in Germany and presented every three years, it aims to establish integrity between product design and consumers.

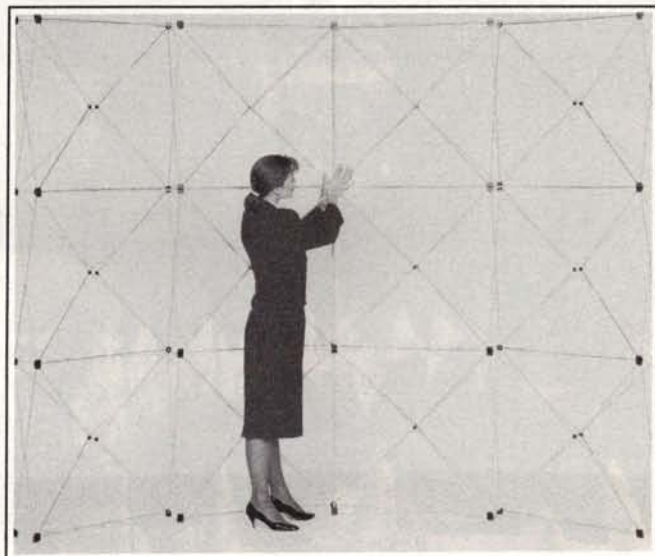
To qualify for the award, a product must have at least an eight-year track record in the market-place, emphasise quality in all its design features and be consumer-friendly.

The display of the Nomadic Instand product range was conducted over 15,000 sq ft in a private exhibition room at the NSW Art Gallery.

Also at the exhibition were systems for trade shows, showrooms, point of sale, portable displays, animated displays, holograms, photo murals, and more, representing USA, Italy, Ireland, UK, Germany, Switzerland and Australia. These systems were demonstrated each day along with on the spot assistance with new ideas for effective visual presentations.

For further information please contact:

Mr Phil Vale, Managing Director
Vale Display Systems
127 Newbridge Road
Moorebank, NSW 2170
Phone: (02) 600 7611
Fax: (02) 602 2925



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Baytex Electron – now out to 12 metres wide

CONTINUING on their rapid development of the Electron marquee range Baytex Tentmakers are proud to announce the introduction of the 12 metre-wide Electron. The main features of this new addition are: the characteristic Electron "swoopy" roof shape, no quarter poles, 3 metre wall pole spacing, Baytex "Easy Pole" Telescopic Alloy Centre Poles, multi piece extendible roof, high quality lacquer coated fabric, minimal use of stitching in the fabrication process, special ease construction for even load distribution, along with all the usual Baytex design features and quality construction.

The 12M Electron is aimed squarely at the high end wedding market where there is a new emphasis on value-for-money quality.

Purchasers of this new and innovative marquee are excited about the opportunities that the Electron will offer them in competing with traditional tent designs and the rather plain structures which have gained popularity more recently.

Combined with the dramatic roof shape, uncluttered interior space (only 3 poles in a 12 metre by 24 metre area) and ease of erection characteristic of all Baytex products, this new Electron is specifically designed to integrate with the Baytex Clipframe system and smaller

sizes of Hoecker, Roder & Velderman Structures which are all configured on a 3 metre grid pattern. The end result is dramatic new party and wedding marquee which sits beautifully on even a constricted tennis court site and is a worthy addition to the extensive range of Baytex products.

To complement the 12M Electron, specially fitted roof linings have been developed from quality flame retardant fabric which, along with Pole Linings, French Window Walls, Walkways and Lighting Systems, serve to make this marquee a Show Stopper!

"Antiwicking" PVC Fabric

A major concern in the industry at the present is the quality of PVC fabric available for the manufacture of tents and marquees. The main requirements for this type of product are for fabrics which are stable, durable, flame retardant to an appropriate standard, easily cleanable and stain or mildew resistant. Very few PVC fabrics currently available ever fail mechanically, provided that the marquee or component is soundly constructed taking into account the strength characteristics of the PVC fabric used. The major concern is always cleanability and mildew or stain resistance. Traditionally most emphasis has been placed on mildew inhibitors and UV stabilisers in the

coating to prevent this unsightly degradation.

However, we are all now well aware of the effects of moisture "wicking" into the basecloth and the inevitable scrim staining which quickly follows. This is the direct result of moisture permeating through the PVC coating and being absorbed by the base cloth. Experience has shown that even the best quality PVC fabrics are prone to this process and the now wide-spread use of "All White" PVC fabrics in marquee roofs has only served to exaggerate the problem.

The two solutions to this problem which have recently been explored are: the use of "Opaque" or "Blockout" fabrics which mask the effect of this staining, or the development of fabrics with "Anti Wicking" base cloth which does not absorb moisture in the first place.

Baytex Tentmakers are now experimenting with these "Anti Wicking" fabrics which, in their fully lacquer coated, plain weave and flame retardant form, have not been previously available in Australasia. While we cannot say how successful this new product will be in the long term, initial trials are promising and are a further example of our continuing commitment to the manufacture of top quality products for the Party and Event Rental industry.

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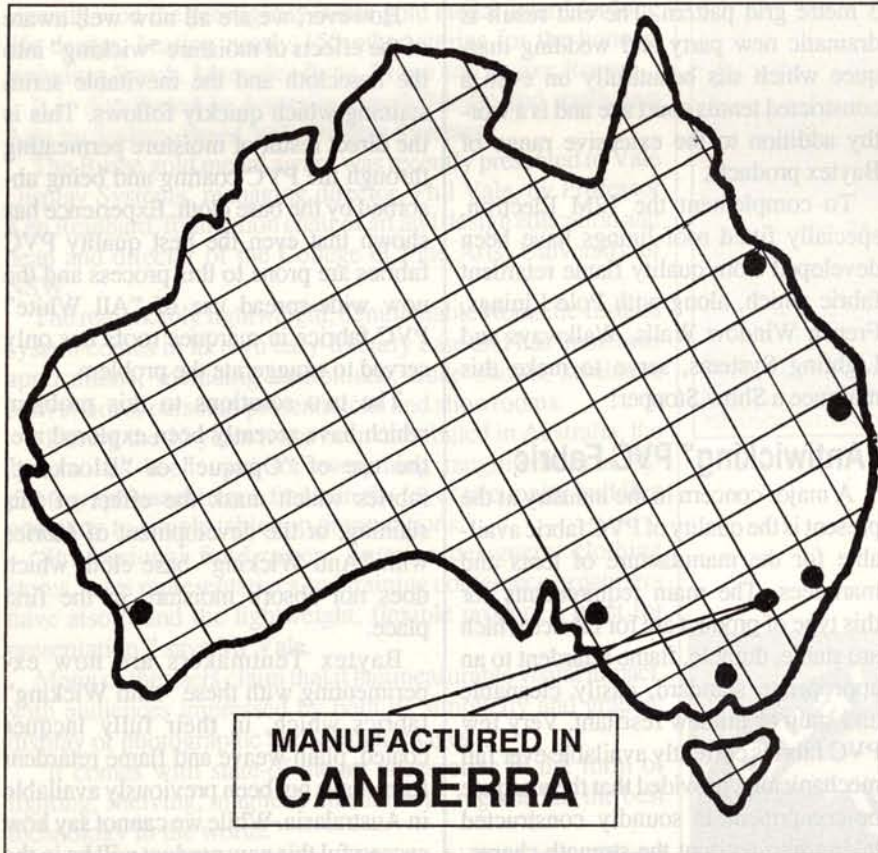


disposable tablecloth roll

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Australian Portable Dance Floor



colours: Tasmanian Oak and Chestnut Brown.

Australian Portable Dance Floor offers you flexibility when your function requires one large dance floor or several smaller dance floors for simultaneous functions.

The sections are made of beautiful finger parquet finished to a very high standard and fixed to a medium density moisture resistant craftwood and is locked together by a very easy and quick aluminium extrusion with a gold anodised edge section which makes your Portable Dance Floor brilliant anywhere.

Black & White Vinyl Portable Dance Floor

Australian Portable Dance Floor offers black and white vinyl checker board floors as an alternative dance area for those special theme functions.

Made of the same durable aluminium extrusion and medium density moisture

WITH Australian Portable Dance Floor you can accommodate the evening dance requirement simply and cost effectively.

It allows you to widen your entertainment area when the special dinners, banquets and functions require an evening of dancing.

It is designed for extremely easy assembly and storage.

Australian Portable Dance Floor gives you the ability to transform the ordinary floor space to a beautiful dance floor and back again as your needs change.

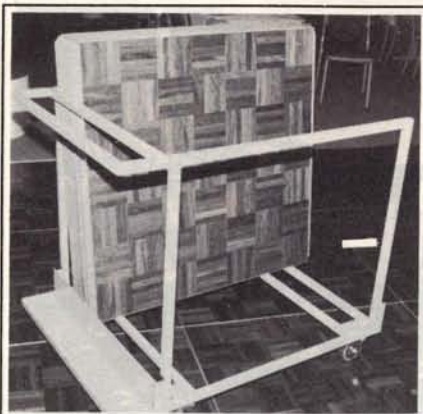
Australian Portable Dance Floor saves you rent which means more profit for other things.

It is available in two beautiful



Australian Portable Dance Floor sections are made of beautiful finger parquet, finished to a very high standard and fixed to a medium density moisture resistant craftwood.

PARTY HIRE



Austrailan Portable Dansfloor transporter holds up to 25 sections.

resistant craftwood complete with gold edge strip is looks fantastic.

Your Portable Dance Floor can be used outdoors on concrete, grass or indoors placed over those expensive rugs and carpets with no risk of damage.

Your Australian Portable Dance Floor will last you for years and return you great profits.

Australian Portable Dance Floor transporter holds up to 25 sections, is

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The transporter can also serve as a storage unit.

Our rental facility, Bestal Party Hire, has both the vinyl and parquet dance

floors for rent.

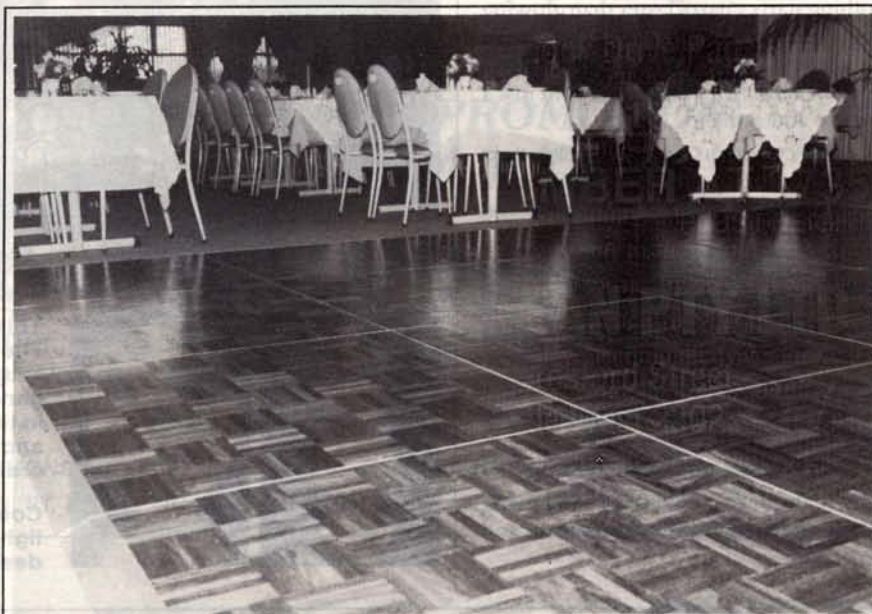
For further information, contact:

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Fax: (06) 286 2242



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Use the novelty and glow of Magic in the Night® brand products to illuminate smiles and generate praise from party goers.

- Great for special events
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- Arrange unique decorations
- Ideal for bars and nightclubs

They're the perfect low cost, fast moving item for party, gift or balloon stores and florists too!



This party will glow all night!
The fluorescent glow from these table settings will illuminate smiles and generate praise from party goers. Magic in the Night lightsticks are available now and glow green, yellow, blue, pink or red/orange.

Combinations of balloons and glowing lightsticks will create unique and exciting designs like those pictured on the left.



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THE BALLOON SHOP

THE Balloon Shop has been involved in the balloon industry since balloon gas was brought into Australia on a commercial basis in the late 70s. The initial application for helium filled balloons was promotional work for product launches and major public events.

Through development in the promotional arena balloons found a place in the formal function and party market place.

The Balloon Shop has over a period developed a variety of methods for decorating with balloons, using both balloon gas and air filled to striking effect. Air filled decorations have survived over four weeks in the air-conditioned comfort of major shopping centres.

Many more custom printed balloons are finding the way into the public arena now with marketing companies/departments recognising the value of mass mobile advertising in the form of printed balloons giveaways. The spreading of the "Gospel" by unpaid labour going off in a hundred directions has an enormous appeal.

The hire market for helium balloons has increased dramatically in the past 12 months. Domestic Hires in 100 and 300

packs are proving the most popular and The Balloon Shop offers the service to satisfy the most demanding of customers. Any colour combination of balloons are provided with the exact number of clip and tails to match the balloons.

The outstanding feature of The Balloon Shop is that the tails come pre-clipped – this does away with the most time consuming and frustrating aspect of the private hire. The Balloon Shop also provides an extended service in supplying tails cut to specific lengths and can supply thousands of pre-clipped tails on short notice.

It has become evident that the demand for both decorated balloons and hire packs has increased to the point where only one point of supply has become a thing of the past.

To cover the spread of demand The Balloon Shop caters to the public and corporate sections from the following locations:

Enmore: 180 Enmore Road, Enmore. Telephone: (02) 519 1122.

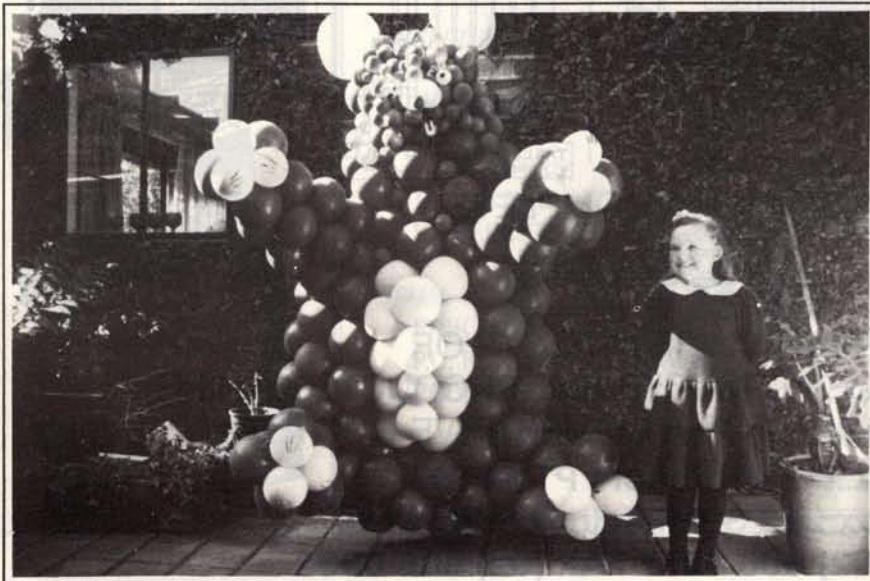
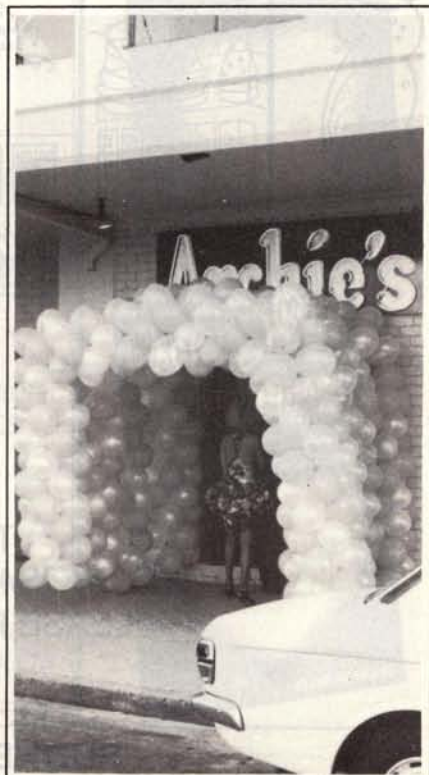
Mona Vale: 4/15 Bungan Street, Mona Vale. Telephone: (02) 997 7411.

Liverpool: 27 Parson Street, Ashcroft. Telephone: (02) 607 4177.

Blue Mountains: 36 Russell Avenue, Valley Heights. Telephone: (047) 51 3185.

Canberra: 25 Paragon Mall, Fyshwick. Telephone: (06) 280 7143.

Newcastle: 51 Chillot St, Lambton. Telephone: (049) 57 5951.



One Stop Shopping

AS THE largest supplier of Crepe Paper Streamers in Australia, I get the opportunity to visit with many Party Hire Operators all over the country.

The trend that I have observed develop is the establishment of retail outlets within Hire Operations for Disposable Party Ware. Those Hire Operators which have embraced the One Stop Shopping concept will verify that while their buying power is not that great, therefore some goods may not be all that competitive, unit sales are generally of a good size.

We recommend to our clients that a basic range of traditional disposables be stocked. The sort of items would include rolls of paper and plastic table covers, packaged pre-cut table covers, coloured plastic and paper plates, coloured napkins to match the plates, plastic knives, forks, spoons, crepe paper streamers (available in 34 colours) and a small range of party favours.

We find it is much safer to use a colour theme rather than a mix of patterned partyware as these tend to be too specialised for the Hire Market. It is important to have as many colours as you can afford to stock as that gives you an advantage over the chain stores who only stock a limited range of colours.

Trained staff can lead to better unit sales as the customers often need to be lead through the process of selecting their party needs. It is important to have a set sales pitch to approach the customer with as this helps them as well as maximises your opportunity for a sale.

For further details contact: Rod Payten
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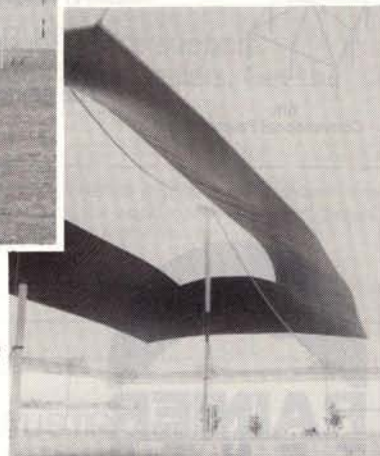
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"Damask" comes in three colours, Pink, Blue and White, all with a distinctive "Damask" print. Each roll comes 25 metres by 1.2 metre wide making it very convenient for any situation.

"Damask" uses a revolutionary poly coated paper which means it is completely water resistant and can be wiped over making it look fresh and new again and again.

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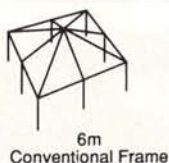
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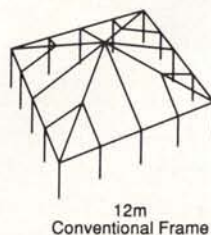
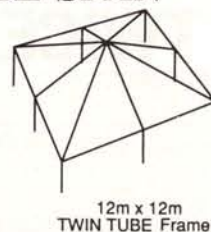


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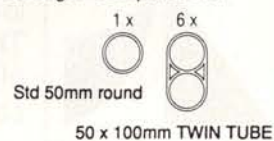
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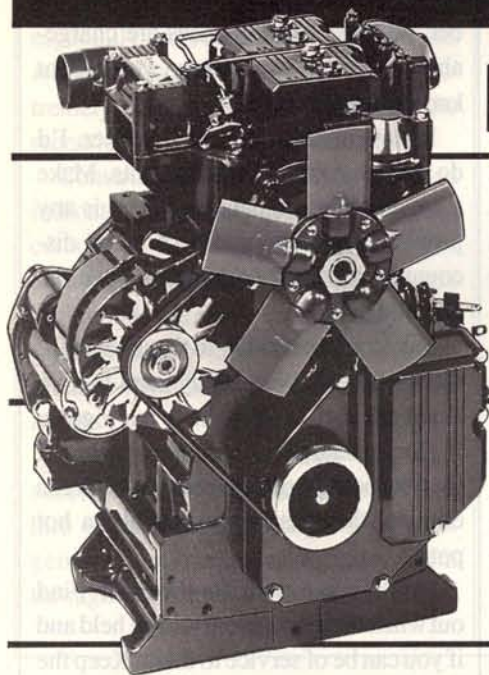
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TENTS
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GOODTIME
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Strength Comparisons:



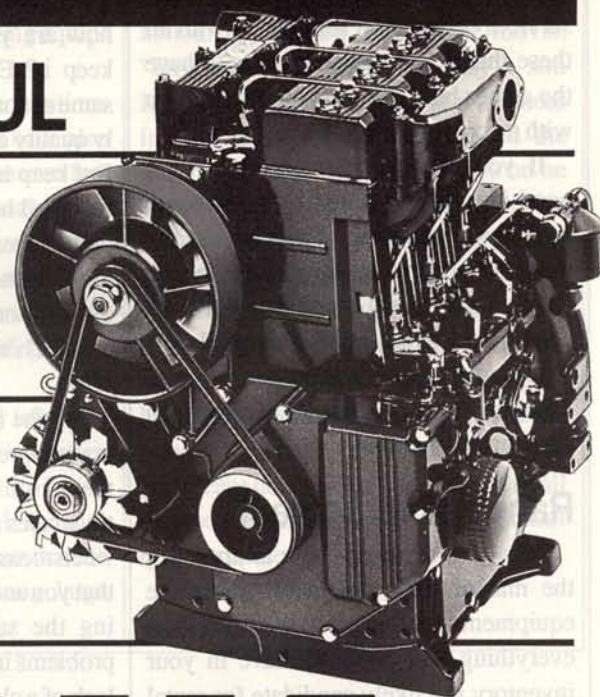
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S.A.: 81 Grange Road, Welland 5007. Tel.: (08) 340 1844
W.A.: 155 Abernethy Rd, Belmont 6104. Tel.: (09) 479 1460

LP120

Continued from pages 8 & 9

know, the more you can help your clientele and the more respect they'll have for you.

If you go it on your own, it means you have to find sources of supply for games, booths and prizes. For instance, the fun services corporation supplies us with all these things and even contracts to have the games built for us. I've supplied you with a copy of the fun services mailer.

If you don't carry marquees, it's a good idea to go get to know the marquee people in your area. You can usually work out a deal with one of these people. Or, you may carry marquees, but have need for an extra large or unusual one. You'll also need a heating and air conditioning firm and a couple of clear span structure companies.

Range of equipment

Now that we know how to approach the market, let's talk a bit about the equipment you'll need. In the first place, everything you currently have in your inventory is a likely candidate for rental to these firms. A corporation having a dinner for company executives will certainly have need for linens, china, glassware, serving pieces, bars and so forth. As a matter of fact, in this case they'll want to hire your very best. However, there are many occasions when they'll have need of other rentals. Tables and chairs for examinations or training sessions, platforms for stage set-ups, marquees for receptions or family days, audio/visual equipment for presentations, fans and heaters, coat racks and screens — just about anything you can think of. As a matter of fact, in our area they even hire roll away beds, sometimes by the hundreds, if they are anticipating a major strike. So their needs will run the gamut.

I would say that our most frequent rentals to this market is chairs, tables, marquees, audio/visual equipment, and grills and fun food machines for family days. You might also want to have a few tables finished in formica so they'll be suitable for writing on.

Computer rentals are also lucrative. I have no experience in this area, but I'm looking at it very longingly. Except for beefing up these few items, your regular hire inventory will be suitable.

Keeping the business

Okay, now that you have the business, how are you going to maintain it and keep it? Essentially, the answer is the same as for your regular business. Supply quality equipment and terrific service. But keep in mind that there's a bit more involved here than with the usual house party. These jobs are big and involve a lot of money. Corporate events running \$20,000 or more in rentals are not unusual. Therefore, you have to go the extra effort.

For the larger jobs, it's a good idea to make a preliminary visit to the site with the person in charge. Make sure all contingencies are covered just as you would when measuring for a tent job. Make sure that you and the representative are speaking the same language. The biggest problems in these jobs usually arise from lack of a clear understanding as to exactly what the client wants and lack of communication. Keep in touch with your client. Don't make decisions on your own — always consult the client. Above all, don't **assume** anything. I'm sure you know what the word "assume" looks like when broken down into syllables. Remember, company representatives have a big weight on their shoulders. They're trying to make an impression on their superiors. Therefore, anything you can do to ease the burden will be appreciated. They are usually susceptible to suggestions. Recommending extra equipment to make things easier, or better, or more attractive many times will receive a positive answer. However, don't try to load them down with unnecessary stuff. They're not dumb.

Be professional. Prepare a written proposal with diagrams. There are good computer aided design programs available that make diagramming quite easy and professional looking. These programs are great for laying out room arrangements and marquee placement.

For larger affairs, another good service is to have personnel on site during the event. If something isn't working properly, or if the company's personnel don't know how to set something up or operate it, you can nip the problem in the bud. If extra equipment is needed, your people can run back and get it. Remember, all these extra services are chargeable. But most importantly, your client knows that you care.

Follow up after the event is over. I'd do this even for the small events. Make sure your client is happy. If there is any problem, try to resolve it. A small discount or a partial refund may save the client for you.

Take the opportunity to thank them for their business. We usually send them a small gift such as a mug with our logo on it. Don't make the gift too extravagant. If they suspect a bribe, in today's business climate, they may drop you like a hot potato.

Don't forget to ask for the order. Find out when their next event will be held and if you can be of service to them. Keep the information in a tickler file so that you can call them in advance to remind them that you're available. This is especially good if there has been a change in personnel. Get the new name and follow up. Don't **ever** take your corporate client for granted. I can tell you some real horror stories about that. However, you're all successful business people. Your natural business ability should give you the instincts to act properly. Just try to act before you have to react.

Equipment hire in the U.S.

Now, to change the pace, some of you have expressed interest in the status of equipment hire in the United States. We're still a strong and vibrant industry, although somewhat bruised by the recession. The U.S. economy is no longer a single economy but is comprised of many regional economies. This also applies to equipment hire. A recent straw poll of the American Rental Association local presidents indicated that the north-east is beginning to stabilise, the south-

east is holding its own and the north-west is booming. This is almost a direct reflection of the overall economy in these regions.

In regards to segments of the industry, party hire appears to be the major growth area. Rentals once considered recession proof, have proven otherwise recently, especially in construction equipment. Although construction has been extremely slow, there are signs that the recession may be coming to a close.

Construction dollars being released indicate that construction will see a comeback; not a great comeback, but perhaps to at least 1990 levels. General tool rentals are experiencing flat to marginal growth overall for 1991, yet still remains the most stable segment of the industry.

General tool store owners who have successful party, construction or medical hire departments still depend on their general tool inventory to carry them through when other departments are on a

swing. Home health care and exercise hire is plagued by government regulation.

Overall the industry is used to consistent states of change, but now it appears to be undergoing more than usual. Many of our peers who started this industry twenty years ago are retiring. Some have family members taking the reigns, but it appears that many are just selling equipment and closing their doors.

In addition, mergers and acquisitions of independent hire operations have also been strong recently. Operations are frequently bought out by national rental chains with 10, 20 or 30+ branches and placed under one corporate name.

Overall, the industry is strong although there is a "shaking out" process going on.

As I mentioned earlier in my talk, new niches are being explored while retirees and weaker operations are falling by the wayside. The entrepreneurial spirit is alive and well, but it does appear that the rental word is spreading among large

conglomerates such as hardware companies and franchisors.

As with most any industry, those who battle recessionary times using sound management techniques and diversification, come out the winners.

I'm extremely honoured that you invited me to speak to you. I'm not sure the honour is deserved. But, in the movie, "Driving Miss Daisy", Daisy's son Boseley is given an award at a business luncheon. In gratitude he thanked the group by saying that as time goes on he seems to lose more hair and add more belly. And that somehow, people attribute wisdom to men with a receding hair-line and projecting belly. I can identify with that. Therefore I hope what ever wisdom I've accumulated over the years, has been of some help to you this afternoon. I'll be happy to answer questions. But please don't hesitate to give me a call or send me a fax or letter if you think of questions later.

Thanks a lot for your attention.

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INGERSOLL-RAND
CONSTRUCTION EQUIPMENT

Heavyweights Tackle Tollway

EXCAVATION work on NSW's second private toll road has called into use some of Brambles Equipment's big machinery to build a cut on part of the \$214 million F5 freeway in Sydney's south-western suburbs.

Brambles won the 12-month contract to excavate a 10-11 metre deep cut over a 1.5km length of the new road at Milperra.

The contract also includes removing 450,000 cubic metres of soil and taking it up to 11km where it is used as fill for the approaches to some of the 15 bridges which are being built in this first stage of the freeway.

The road is an extension of the South-western freeway which will eventually see a flood-free road from the city to Liverpool.

One of the major pieces of equipment being used is a 130-tonne face shovel which has a bucket capacity of 12.5 cubic metres and is largely responsible for maintaining the 300mm grade within this cut, as called for in the contract.

The shovel is supported by a 60-tonne

Mitsubishi excavator and a 30-tonne Kato along with a Caterpillar D8N bulldozer. To deal with the excavated material is a fleet of about 45 trucks ranging in size from six bank cubic metres to 14 bank cubic metres of six-wheelers of 12-tonnes to semis of 26-tonnes capacity.

Between them they carry an average load of 3000 bank cubic metres a day to the various dump sites along the freeway's route.

"Pollution controls have been something of a challenge," says Brambles manager of transport at Port Kembla, Jim Curry.

"We have gone to great lengths to make sure the environment is protected. All our loads are fully covered and special care is taken to ensure the trucks are not overloaded, so that road surfaces are not damaged."

"In fact," he says, "load-weighing gear has been installed on the excavators to assist in this regard."

He says dust is controlled during the excavating and loading process. When

water which collects in the workings is pumped out via sedimentation ponds, so that there is no pollution of stormwater drains and channels.

The road is being built by Leighton Contractors through a company, Interlink Roads, specially formed for the project. Interlink's consortium will build, own and operate the freeway as a private operation before handing it over to the Road and Traffic Authority in 22 years time.

The biggest of the route's bridges is 548 metres long, spanning the St George's River floodway.

Work on the road started in February and when it opens in 1993 there will be a toll charge to use this 14.5km freeway.

For further information please contact:

James Moutafis
Business Development Manager
Brambles Equipment, Eastern Region
17th Floor, 124 Walker Street
North Sydney, NSW 2060
Tel.: (02) 956 8799.
Fax: (02) 956 8821

Simon-Abbey wins \$1m order

AUSTRALIA's largest hirer of vehicle mounted access equipment, M. J. Sherrin Pty Ltd, has signed a contract to buy 12 Simon-Abbey Skyprobes worth more than \$1 million.

The 23-metre SP550/75 units are fitted with two-man (250 kg) baskets and combine the operational advantages of both telescopic and articulated platforms.

The sale brings to almost 100 the number of 57' and 86' Skyprobes which Simon-Abbey has manufactured at its Melbourne headquarters for the Australian and international markets.

The units for M. J. Sherrin have a maximum outreach of 12.62 metres, are fitted with positive basket levelling and "dead man" control systems, have a travelling length of 9.63 metres and are capable of 360 degrees continuous rotation.

A 2.5 metre fibreglass insert in the extension boom allows the units to work on high voltage power lines. Stability is achieved by two sets of A-frame hydraulic stabilisers.

Further information: Bernie Kiebosch, Simon-Abbey
(03) 551 8866 or

Michael Sherrin
M. J. Sherrin (02) 644 4211.



One of Simon-Abbey's 23-metre Skyprobes bought recently by M. J. Sherrin in an order worth more than \$1 million.

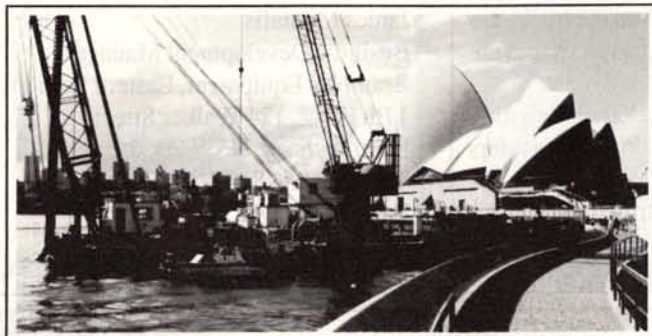
Macfarlane's "Bottom of the Harbour" project

RECENTLY, Macfarlane Generators were involved in an interesting project assisting the construction company with their tunnel construction under Sydney Harbour.

Generators were used in several different ways, some of which were to operate electric fans pumping vital life giving air for the tunnel workers on the construction under the world famous Sydney Harbour. At the same time, as land was being reclaimed to make access ramps, electrically generated pumps were driven by Macfarlane 70 KVA Silenced Generators.

Macfarlane Generators were chosen because of their quietness and reliability, which is second to none, according to Stuart Leal, the New South Wales State Manager.

In addition to the above, Macfarlane Generators were also placed on the working barge to power vital air compressors for the divers as well as standby power for the decompression chamber should a diving problem occur.



The working barge on Sydney Harbour with the vital life saving equipment on board powered by a Macfarlane generator.



Two Macfarlane 70KVA generators on the work barge on Sydney Harbour with the world famous coat hanger in the background.

Stuart Leal says: "Electricity is often just taken for granted, but it is fascinating the variety of projects Macfarlane Generators become involved in. It is no wonder Macfarlane uses the motto "Power anywhere, anytime" and "Proudly 100% Australian owned".

For more information or help, call Macfarlane Generators:

Melbourne: (03) 544 1700

Sydney: (02) 552 2155

Brisbane: (07) 252 5935.

Spitwater Turns Cold into Hot

HEATING cylinders can add versatility to your high pressure water cleaning market. They turn cold water pressure cleaners into hot water machines with very little effort.

The heating cylinder runs on 240 volt electricity and have a diesel fired burner. It is connected to cold water (petrol or electric) high pressure water cleaner via a short R2 pressure hose. The water is pumped from the pressure cleaner into the heating cylinder and then you have hot water at the lance. The heat can be controlled by an external thermostat

which can go up to 95 degrees celsius and can be used on any machine up to 3000 psi.

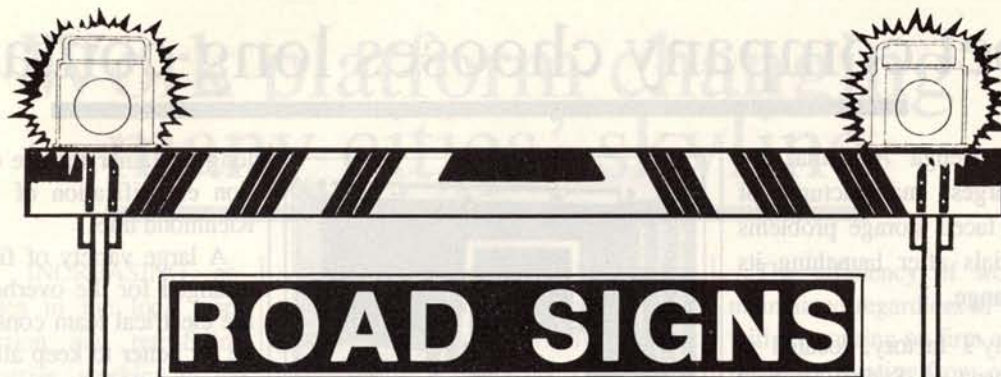
Where 3-phase power is not available and the high pressures are needed, you can now use this system of a petrol machine and a heating cylinder to do the job.

By having a heating cylinder available means that you have created more versatility for all your high pressure machines. Instead of having one or two hot water machines, you could have more at a lower cost. For all those people

who already own a cold water machine, but occasionally need hot water, they can now rent one.

These machines can also be used by themselves as a hot water system with normal tap water pressure for those building and camping sites which do not have hot water available where and when it is required.

These heating cylinders are manufactured by Spitwater Australia in Albury New South Wales and for a demonstration and price please call your local Spitwater distributor.



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Carpet company chooses long containers

INTERFACE Heuga Australia, the country's largest manufacturer of carpet tiles, faced storage problems for raw materials after launching its latest product range.

The company's factory, located at Picton, south-west of Sydney, solved the overflow problem by hiring two extra-long storage containers from container Rentals, a division of hire company, Prestige Portables.

The 12-metre long "strong boxes", which are twice the size of normal containers, were set up alongside the factory and used to store raw materials until stocks inside the factory ran down.

Pallets were stacked in two rows, and a fork-lift had enough room to access either side, right to the end of the container.

Logistics Manager for Interface Heuga, Mr Bert ten Broeke, said the containers were an ideal short-term solution.

"They are strong, secure and waterproof, and they do the job," he said.

The 12-metre units make up only a small part of Container Rental's fleet of more than 1,000 containers, because there is limited demand for them.



Long containers from Containers Rentals in use at Interface Heuga's Picton factory.

However, they can be very useful at times for manufacturers and others who have extra large quantities of materials, or numerous items they want to keep together.

Gold Line Gas, a division of AGL, hired a 12-metre long container while undertaking a major gas line rehabilitation project in Sydney.

Nylon tubing, much of its in lengths of 12 metres, had to be stored prior to being inserted into existing iron cast mains.

Container Rentals also supplied the NSW State Rail Authority with an extra

long container for use on the \$13 million electrification of the Riverstone-Richmond line.

A large variety of fittings had been arranged for the overhead wiring, and the electrical team considered it would be far better to keep all the material in the one container.

The operators of the Caltex service station at Baulkham Hills West hired a 12-metre long container to store surplus sale stock and workshop equipment after their lease on another service station ran out.

Most storage containers are six metres long, but three-metre long units can also be hired.

Container Rentals can deliver units whenever and wherever required, and the company's drivers are skilled in manoeuvring into tight spots.

Many units are fitted with a new lock cover plate, which allows only enough space for a person to get their hand in with a key to unlock the padlock.

Container Rentals has branches in Sydney, Newcastle, Brisbane and the Gold Coast.

Container Rentals,
15 Rowood Road, Prospect 2149
Phone: (02) 688 2688
Toll Free: (008) 26 7979

Australian manufactured high pressure water jetting machines for commercial use

NATIONAL Equipment Services are offering an industrial range of high pressure water jetting machines manufactured in Australia specifically for heavy duty commercial use.

The 2250 series machines are solidly built to withstand constant punishment by industry or contractors. The rugged steel frames are all electrostatically dust coated for lasting protection and the mobile units are mounted on pneumatic wheels for vibration dampening and easy manoeuvrability. Other items such



The ruggedly built model 2250 heavy duty water jetting machine.

as unloader valves and gun are also selected for their robust quality.

2250 Series machines range from 2000 psi to 7000 psi in electric, petrol or diesel, with many models already in use in mines and heavy industry.

National Equipment Sales are able to design one off systems for special use or supply the ultra reliable "Speck" pump as a separate unit.

For further details contact:
National Equipment Sales
12 Small St, Wyoming NSW 2250
Tel: (043) 28 1240. Mobile 018 434 009

Work platform changing many cities' skyline

WITH INCREASING activities in the local construction and retrofitting industries, working in the most economical and efficient way has become of paramount importance to contractors.

Of the various type of access equipment available, mobile work platforms are getting very popular in construction sites. Hydraulic platforms, both telescopic and articulated type, are more suitable for light maintenance work; "Gondolas" with limited stability are more for window cleaning and painting; and scaffoldings are inefficient and unsightly, especially for retrofitting projects.

HEK, with over 25 years of experience in this field, offer optimum flexibility in their range of mobile work platforms in terms of platform length and height.

Being fully modular, the MSM standard modules of various dimensions are highly flexible to suit the widest variety of projects. The minimum platform length of the single mast unit is only 2.70m, which enables it to be installed in lift shafts, stairwells or silos. Ground frames, drive-units, mast sections and platform sections together with their safety fencing are part and parcel of the modular system which can be combined to make a twin mast unit with a maximum platform length of 23.40m. HEK work platforms with wall ties at intervals of 6m can climb in excess of 100m high.

The experience about how much productivity is increased when using platforms varies between different types of work assignments. To calculate with a productivity increase when using platforms from 15 to 30% is absolutely within the frame of what is possible.

The efficiency of workers can be maintained regardless of height as they will be working on firm and stable platforms, or quoting from one of the contractors, "moving the floor to working heights".

Safety is of paramount importance in the design of HEK mobile work platforms. The rack and pinion are precision milled with welding undertaken both robotically and by highly skilled welders. Official tests and approvals by various organisations are carried out, applying the most severe safety standard in Europe, America and the United Kingdom.

HEK mobile work platforms are incorporated with many important safety features. An automatic level control device keeps the platform in horizontal position at all times, safety limit switches control the travel of the machine, centrifugal brakes in the motors regulate the downward speed. In case of power failure the platform can be lowered to ground level under its own gravity simply by fitting the manual brake release levers.

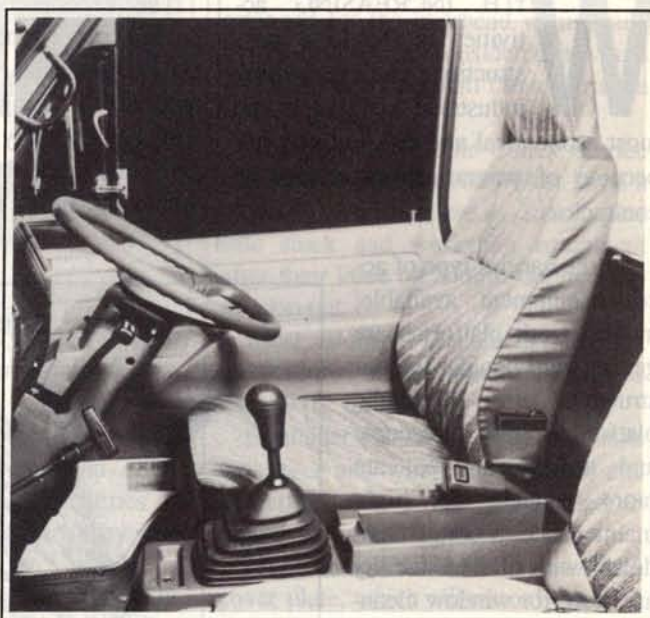
All components, ground frames, mast sections, platform sections and safety fencing, are hotdip galvanised to combat against corrosion under local climate.



Many contractor's experience of the productivity increase regarding glass panelling is between 30 and 40%, at window replacements approximately 30%, even as much as 50%. The figures for curtain-walling, concrete and brickwork repairs, recladding and external installations are about the same.

For further details contact:
Hek Manufacturing bv
PO Box 2, 5090 AA Middelbeers
The Netherlands
Telephone: 31(0)4244-1653
Telefax: 31(0)4244-2780
Telex: 52264 hek nv nl

New Isuzu "N" Series Trucks offer greater driver comfort



ISUZU-General Motors Australia Limited has introduced a number of product improvements affecting driver comfort, convenience and productivity across its range of 1991 N Series 1.5 to 4 tonne payload trucks.

The N-Series range now includes 14 models, from the one and a half tonne NKR150 through to the NPR400 Turbo and including the NKR/NPR 200 Tipper introduced in 1990.

Since their introduction in 1985, the "N" Series have earned a reputation as extremely reliable and cost efficient light trucks, maintaining the reputation that Isuzu "F" Series trucks have clearly established in the market place.

The product improvements start with a new driver's seat with adjustable lumbar support to provide lateral support to the lower back. Featuring firm inner construction for long life, the seat has been designed for driver comfort to lessen fatigue and thereby improve productivity. An attractive yet practical new cloth seat trim provides further comfort along with outstanding, test-proven durability. Emergency locking retractor seat belts are provided for all

outboard positions, with lap belts in-bound.

A short gear shift with an easy-grip shift knob ensures low effort, smooth and positive shifting and makes for more relaxing driving. The shorter length enhances the interior ergonomics.

The hand brake has been revised incorporating a safety release trigger.

A new high-strength, light-weight self cleaning aluminium step minimises dirt built-up and eliminates the risk of corrosion from water entrapment between the step and body.

The 1991 models' new smooth, flush-fitting radiator grille enhances the "N" Series modern cab design whilst still ensuring it remains entirely practical. The N-Series continues to be available in functional three seat Standard and Wide Cab and six of seven seat Crew Cab configurations. In keeping with environmental considerations, an asbestos-free clutch is now standard.

All 1991 NPR (wide cab) models are fitted with power steering and radial tyres as standard equipment. Benefits will include improved ride, handling and economy of operation. Intermittent

windscreen wipers are also standard on all NPR models.

These improvements offer greater driver comfort and convenience, the benefit of which better driveability and increased driver productivity.

Isuzu trucks have earned an enviable reputation for reliability and economy. Isuzu has been producing diesel engines for the past fifty years and has made some major advancements in medium duty diesel engine design such as overhead camshaft technology and direct injection. Today, Isuzu produce over 270,000 diesel engines each year, making Isuzu the world's largest single source manufacturer of diesel engines.

Derived from this medium duty technology, the engines in the "N" Series are the well proven and reliable 3.6 litre and 3.9 litre direct injection diesels. Both engines deliver outstanding levels of power and torque coupled with excellent fuel economy. The NPR400 3.9 litre Turbo model is fitted with a powerful Garrett Ai Research turbo-charger.

All Isuzu trucks are assembled at the

Continued on page 63

Dandenong Truck Plant in Victoria from CKD (completely Knocked Down) kits. Isuzu-General Motors recently made a substantial investment in the plant with the purchase of all machinery and equipment thereby establishing Isuzu-General Motors as the leader in Truck Manufacturing in Australia and proof of Isuzu-General Motors' commitment to Australia.

Laminated windshields, rear view mirrors, batteries and tyres are all examples of Australian components utilised in the Isuzu "N" Series range.

Isuzu has an ongoing programme to increase the Australian content of its truck range where economically viable and where performance standards are maintained and preferably enhanced.

Isuzu is the only truck manufacturer in Australia to invest so extensively in an assembly plant. As a result Isuzu Australian content on most models is



around 40%. This is higher in the 1.5 to 14 tonne payload capacity segment than other Japanese brands, which are imported either fully built up or in partially assembled condition.

With the purchase of components

from local manufacturers, a measurable benefit accrues to Australian industry. Isuzu truck collateral purchases in 1990 were around \$10.5 million. The plant employs a workforce of approximately 160 people.

CHEP Australia opens major depot in Sydney

CHEP Australia has opened a new depot in Milperra, Sydney, as part of a major expansion programme.

The move will give CHEP a much more comprehensive coverage of Sydney's south-west region.

"We believe there is a fast-growing industrial base in Sydney's south-west, where many companies would benefit

from our full range of pallet hire/dehire and repair services," says CHEP Australia NSW sales manager, Glenn Cunningham.

"With the new, larger facility, we will be able to provide a much more effective service for all clients, ranging from owner/driver to major customers in the food, beverage, chemical, pharmaceutical and distribution industries.

"In the immediate future, we will also be looking at an upgraded mechanisation programme for our repair services."

CHEP Australia operations manager, NSW, Bob Small, says the new depot is CHEP's largest in NSW and would handle an average 6,000 pallets a day.

He says future development plans for the site include provision for the numerous non-timber requirements of the food industry.

"The new depot is designed to help cater for the current and future needs of all CHEP's clients between now and the turn of the century," he says.

CHEP Australia, an enterprise of Brambles Australia Limited, provides a wide range of materials management support products and services.

For further information contact:

Mr Glenn Bunney,
Marketing Manager CHEP Australia
70-76 Alexander Street
Crows Nest NSW 2065
Ph: (02) 906 0330. Fax: (02) 906 2404



CHEP Australia's new depot located in the Sydney suburb of Milperra

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