

# Porter PRESSES

Autumn 2011

**Edition**

[www.portergroup.co.nz](http://www.portergroup.co.nz)

## Ballance Agri-Nutrients



**This  
Edition**



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## PORTERGROUP

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**PORTEREQUIPMENT**

**PORTERHIRE**

**PORTERPARTS**

**PORTERMECHANICAL**

**PORTERACCESS**

**PORTERFINANCE**

**PORTERCRANES**

**PORTERHAULAGE**

# in brief...

In the wake of a series of natural disasters in Christchurch, Queensland and even more recently, Japan, on behalf of the Porter Group of companies I would like to express our deepest sympathy to all the people affected by those catastrophic events.

The people of Christchurch in particular have been at the forefront of our minds as many of us have friends, family, customers and business associates who have been devastated by the tragic earthquake. We wish them well as they start to rebuild the city and trust that some form of normality will be restored in the near future. As a company we find ourselves in the fortunate position where we have able to offer our assistance to the earthquake relief program by donating equipment rental to be used in the clean up.

On a lighter note, as of the 1 April this year, the Porter Group announces a new look and a new corporate identity. The brand unification program commences on this date when all the group divisions officially be renamed to closely reflect our parent company, the Porter Group. Details of this rebrand can be found on page 7 and we trust that the transition to our new identity will be smooth and seamless. In effect all our division names will now contain the Porter name which reflects the direction that the companies have taken towards closer cooperation and unification.

The brand new Hyundai 9 Series Loaders have been launched and the feedback from the industry has been fantastic. The machines were on display for customers on February 11 & 12 with a live demonstration and the time for customers to get up close and trial the machines. Demand has been high for these new models with over 20 machines sold so far and customers extremely happy with their decision to purchase the 9 Series range.

Darren Ralph  
Sales & Marketing Manager



# WHEEL LOADER LAUNCH

Dash 9 Wheel Loader Launch - 11 February 2011

The Porter Group welcomed their customers to join them on Friday 11th February for the official unveiling of the Dash 9 wheel loaders from Hyundai Heavy Industries.

Hyundai has once again improved on New Zealand's most popular wheel loader range by introducing the Dash 9 range of production class machines, specifically designed to enhance economy, productivity, durability and operator comfort.

With that in mind the Porter Group wanted to showcase these brand new machines and demonstrate all the new features. The new HL760-9 and HL770-9 came charging out of the gate, giving customers an up close look at the new machines.

The live demonstration covered all the new features; superior operator comfort, Tier III compliant engines, extended service intervals and the cutting edge remote management system (HI-mate).

Customers were impressed with being able to see the machines in a live demonstration.

The official unveiling was an opportunity for John Coyle, Ballance's Distribution Maintenance Supervisor, to formally take possession of their brand new Dash 9 loaders. (See our story on page 3 for more on the Ballance machines).

## HL760-9

Item	Unit	HL760-9
Operating Weight	kg	17,900
Bucket Capacity (SAE)	m <sup>3</sup>	3.3
Engine	HP	215

## HL770-9

Item	Unit	HL770-9
Operating Weight	kg	23,100
Bucket Capacity (SAE)	m <sup>3</sup>	4.2
Engine	HP	280



## Staff Profile

### Sean Treadway

PORTERPARTS

With a love of all machinery both big and small, Sean Treadway has rejoined the Eagle Spares team as the Lower North Island Sales Manager.

A background in civil construction and logging has helped Sean to develop a good understanding of the challenges faced by today's modern contractors. "Service delivery and customer support are essential ingredients when you deal with customers and their machinery. Down time needs to be minimised while still providing value for money."

With its extensive nationwide and global support networks, massive "off the shelf" inventory and high quality under carriage components Eagle Spares is able to offer this, as well as a range of products services and parts across all makes and models of machinery that cannot be matched by any other single supplier in New Zealand.

Knowing that we can provide this level of service, backed up by a nationwide network of Branches all focused on the same goal gives me a great deal of confidence to continue to develop and strengthen existing business relationships, and at the same time, develop new ones in the Lower North Island.



# BALLANCE AGRI-NUTRIENTS

*Coming out of the recession, heavy industry is investing in plant again. But the lean years left their mark and many are now going about it in a different way.*

Ballance Agri-nutrients bought four new Hyundai wheel loaders from Porter Group's Eagle Equipment in January as part of its standard fleet management program.

This round however the Ballance team followed a new approach to the plant buying process which, according to Eagle Equipment Territory Manager Chris Goodall, is a growing trend in the smarting post recession market. Ballance did an in depth due diligence on all the available suitable products, taking three months to decide on its first new major heavy equipment acquisitions in more than two years.

Says Goodall: "Many buyers have traditionally shopped around for new plant, where others picked a brand and stayed with it for decades. But what we're seeing now is decision making for both groups is evolving to an intense scrutiny of not only the product and after sales service, but in fact the total value-for-money quality of the supplier – customer relationship.

"What we're learning is even if a company is satisfied with their current suppliers, they evaluate big expenditure transactions from a zero base, they go out there and compare various offers to ensure they get the best value for their buck. They have higher expectations and are willing to put in time and effort to drive a harder for a better outcome than ever before, and suppliers have to step up to the plate," he says.

Ballance Distribution Maintenance Supervisor John Coyle agrees. "The economic climate encourages leaner, smarter operation and continuous improvement. When we received approval to buy new plant, we shaped the acquisition process around that. After scouting at the 2010 Fielddays, we submitted our specifications to the major players, who in turn presented their proposals to us.

"It was a very intense process, but we believe it was instrumental in helping us achieve the optimal outcome," he says.

Coyle says the deal winner was a combination of the suitability of the four loaders and the service and support Porter offers his team. Ballance has three phosphate based fertiliser manufacturing plants, one each at Mount Maunganui, Whangarei, and Awarua near Invercargill, and an ammonia-urea fertiliser manufacturing plant at Kapuni in Taranaki.

It operates 42 service centres across the country for the storage and redistribution of fertiliser in bulk and bagged form. The larger centres have mixing plants for the supply of blended product, bagging facilities, and weighbridges for accurate loading of trucks. In addition, Ballance has consignment stores in many locations through the country

It also owns the agricultural aviation company Super Air, which is based in Hamilton and services the upper half of the North Island. It consequently has an impressive size vehicle fleet to do materials handling and distribution. The work has seasonal cycles

and in particular at peak, Coyle says, it is imperative Ballance personnel have security of support.

"We want the supplier to repair or hire out machines and equipment at short notice around the clock, and add qualitative as well as quantitative value to our operations. Porter's capabilities, experience, and reputation in this regard clinched this deal."

Goodall is impressed with Ballance's choices: "These models are specced very high and running smoothly, with proven componentry." The 215 horsepower 760 will work in Awarua and the three 173 horsepower 757s at the despatch centre in Mount Maunganui. All three have powerful Cummins QSB6.7 engines under the hood, with robust ZF drive trains and axels and grunty Bosch Rexroth control systems.

Porter and Ballance worked together to specify and make a number of modifications to the machines, including adding oil bath air filters and Lanoguard sealing. "Ballance is very aware of what it wants and needs, and we could complement this by pointing out what we can offer in future maintenance and helping the team sustain the longevity of the machine," Goodall comments.

Coyle is pleased with the end result. "The cooperation was excellent and the work done on the machines was exactly what we wanted...the dealer, salespeople, and workshop staff have been fantastic. I want to emphasise the level of professionalism and support – it's been really, really good. We look forward to an ongoing relationship and dealing with Porter in the future."

Ballance can trace its origins to the late 1800s, and grew apace with the New Zealand farming industry. The company launched itself in its present form in 2001 from an amalgamation of the Bay of Plenty Fertiliser Co-operative, the Southland Co-operative Fertiliser Company, Petrochem, the Whangarei-based Farmers Fertiliser, and Kiwi Fertiliser. It has over 18,000 shareholders, and in 2010 sold 1,173 million tonnes of fertiliser representing a turnover of \$693 million.

Porter Group, established in the 1940s, has eight group companies, including construction equipment sales and hire, maintenance and spares specialists, heavy haulage, and a capital finance provider. Goodall believes Porter's comprehensive national reach and prestigious portfolio of products and services is the competitive advantage that has seen the company win other major clients: "In our dealings with customers, we focus on achieving mutual benefit through cooperation. Building our relationship with Ballance, both parties learned from and added value to the process, and we're looking forward to a long term and mutually beneficial association with the company."

*Story and pics courtesy of Construction News*





# HYUNDAI R140LCD-9

Excavation-plus in time critical environments

*Auckland construction company CLL is putting Auckland's billion-dollar rail electrification project on a firm footing with the help of two new Hyundai R140LCD-9s*

CLL is responsible for providing 3500 piles up to 1200mm wide and 6m deep to support the structures that carry wires along 80km of rail corridor from Papakura to Swanson, including the Onehunga and Manukau branch lines.

The work is part of an \$80 million Kiwi Rail contract for masts, portals and wires awarded to a joint venture consortium of Hawkins Infrastructure and Australian company Laing O'Rourke early this year. Piling began in August and is expected to take around 18 months to complete.

CLL general manager, Rob O'Grady, says the contract is the company's largest, and follows smaller rail projects successfully undertaken for Hawkins Infrastructure, including lowering of the Mt Eden track under a bridge and establishing a subway underneath the rail as part of the Kingsland Station upgrade in preparation for the Rugby World Cup.

The scale of the electrification project warranted the purchase of new, dedicated machinery and selection was based on considerations that included hydraulic flows suited to piling, lifting ability, ROPS (Roll Over Protection Structure), price, backup and serviceability. CLL operations manager, Alan Marychurch, says that once the various check boxes were ticked, the Hyundai R140LCD-9 from Porter Group's Eagle Equipment came out on top.

"We added underslung rams to offer higher lift so we can do deeper holes, drill out of the holes and don't have to have telescopic extensions, but they're already capable of high flow hydraulics, and ROPS are integral to the cab so we didn't have to fork out extra cash for that."

Marychurch says CLL has made the inclusion of ROPS a mandatory component of new equipment and only four of its fleet of 22 machines currently don't have it. For the rail project the integrated ROPS is not only important for safety but keeps the machine's height within limitations necessary to enable it to pass through tunnels and under bridges.

"If you didn't have integral ROPS you'd be adding another 150ml or 200ml on top of the cab and might have to go down a size of machine," he says.

The tracked excavators were easily adapted from conventional bladed machines to hi-rail by a third company and can revert when the contract is finished. Versatile pendulum rigs are being used for the piling and CLL has further adapted the machine to be able to wind up the drill auger and stow it beneath the digger rail for easier transportation between piles.

Efficiency is important to the job, which is being undertaken largely at night (between 11pm and 5am) and on weekends to enable trains to keep running. A CLL team of around 20 is involved in the drilling, piling and spoil removal.

The job is further complicated by limited access along the rail

corridor, varying ground conditions, unforeseen obstructions and scheduling around the occasional night freight train. Groundwater, difficulty locating services such as fibre optic cables, and in ground slips have been common challenges. The R140LCD-9s have also had to use hydraulic breaker attachments to handle areas of fractured volcanic rock.

O'Grady says machinery reliability is essential to ensure the best use of the limited time available and to be certain that breakdowns won't strand equipment out on the track (which must be clear each morning to allow train services to run).

"When you're working nights and weekends you've got to have that backup 24/7 and we found that Porter Group is able to give us that," Marychurch says.

Part of that support comes through the 9-series' built-in remote management system, which enables machine owners and service technicians to use GPS technology to follow-up machine performance information (like hours worked and fuel consumption), verify machine location and access diagnostic information through any internet connection.

However, piling is just one of the services provided by CLL, which has been in business for more than 25 years and includes over 100 people. It also provides expertise in foundations, slip stabilisation, retaining walls, civil structures, drainage, rope access and excavations and remediation of contaminated sites, in residential, commercial, industrial and public infrastructure projects.

The company has become known for conquering difficult access, offering a range of solutions including an industrial rope team with specially developed drills that can be used on cliff faces, as well as specialist machinery like the Euroboom-equipped Hyundai R210NLC-7A. The only one of its type in the country, the machine is equivalent in performance to the standard 210 but a relatively narrow 2.7m instead of the usual 3.2m width.

"We had a conventional Daewoo 225 that also has a Euroboom but we found a lot of the jobs we were getting were tighter access and when we couldn't get that machine in we had to go down a machine size down to a 14-tonner, which couldn't necessarily do the work that we wanted it to. We shopped around and Porter Group came up with this machine and configured it the way we wanted it with a Euroboom and added ROPS," says Marychurch.

The Euroboom enables it to get higher lift and drill deeper, while the 22-tonne machine still has the weight to handle the pile driving.

"Everybody looks at it and thinks 'what's wrong with it?' and then they see that it does exactly the same work as a conventional machine - the difference is that it can go down a residential driveway."

Another recent purchase from Eagle Equipment to support CLL's infrastructure work is the Hyundai R145CRD-9, attractive not only



for the same high flow hydraulics, integral ROPS, back up service and price competitiveness offered by R140LCD-9s, but also chosen specifically for its boom lift height and zero tail swing

“We needed a zero tail swing so we’re not encroaching on roads in infrastructure work and we can get close to buildings to do pile driving. We also wanted a machine with a good boom lift height to enable deep drilling and one that’s capable of high flow hydraulics to run our pile drivers at the flick of a switch, rather than doing excessive pipe work to change it. The Hyundai stood out,” says Marychurch.

The added safety feature of a rear-mounted camera also assists with the ease of operating 9-series machines in close quarters.

The purchases build on a 10-year association between CLL and Porter Group that now accounts for around half of its machinery fleet, including a 290LC-7, a 140-7, an R80-7 and four Airman

excavators. In adapting to the market’s changing demands CLL has designed and built a variety of equipment including drills and pile drivers using its own engineers and workshop, and often works in conjunction with Porter Group to determine how to successfully integrate these innovations with their existing machines.

“They’ve always been very accommodating and had the ability to change and modify to our specific requirements. We tell them how we need it to work and they have their engineers look at it, considering pump flows and what we want to achieve. Our 290 has had a lot of modifications done to it so we can run our sheet piling machine off it,” says Marychurch.

The collaborative approach enables CLL to continue to deliver on its reputation for expert work in any location.

“We may do things like piling and drilling below ground, but everything starts above ground,” he says.

*Story and pics courtesy of Deals on Wheels*





# PORTERGROUP

## The Porter Group Rebranding

Porter Group is a name that is synonymous with the construction equipment industry within New Zealand. Founded by the late Mr Arthur Porter in 1945 the business has grown from strength to strength. The Porter family name is well regarded in the Waikato region, nationwide and as business developed this reputation has spread internationally.

With the significant changes to the directorship of the Group in 2010 and the advancements that have been made in recent years toward aligning the various divisions. The Group has entered a new era and with that, the time has come to formalise these changes.

The strength of the Porter name has been an underlying factor in the move to rebrand and build on the foundations that Arthur Porter left behind. This new phase will be signalled by an image update, the net result being a fresh new look for the Group in terms of our branding and corporate identity.

The rebrand will incorporate new company names for some of our divisions and a new unified logo for the Group.

### The logo

The new logo has been designed around our core competencies and capabilities as well as the direction that the Group is evolving in. The fundamental shape of the previous logos has been carried over and incorporated into the new one. The globe shape has become synonymous with our Group and to ensure that this element of the brands recognition is carried over, we have elected to maintain the basis of the logo.

The silhouette of the excavator is the strong indication of our Groups underlying business. The machine is an icon of our industry and most of our business units are closely associated with this machine. The colours have been chosen as the official corporate colours with the yellow being closely associated with earthmoving equipment.

### The division names

The Group will officially be known as the Porter Group and this name will be promoted above the division names.

The names of each division will be a derivative of the parent company, with each including the Porter name as per the image below.

### *The new division name changes are as follows;*

Eagle Spares will become **Porter Parts**

Eagle Equipment will become **Porter Equipment**

Hi Tech Mechanical will become **Porter Mechanical**

Porter Heavy Haulage will become **Porter Haulage**

Porter Cranes will remain **Porter Cranes**

Porter Hire will remain as **Porter Hire**

Porter Access will remain as **Porter Access**

NARM Finance will become **Porter Finance**

The already well recognised Porter name will now be more formally promoted through our new branding and we hope you as our valuable customers are receptive to the change and we look forward to continuing our business relationships under the new umbrella.



**PORTEREQUIPMENT**



**PORTERHIRE**



**PORTERPARTS**



**PORTERMECHANICAL**



**PORTERACCESS**



**PORTERFINANCE**



**PORTERCRANES**



**PORTERHAULAGE**

# RECENT DELIVERIES

PORTEREQUIPMENT

## Ballance Agri-Nutrients



Ballance Agri-Nutrients has taken delivery of two Dash 9 series loaders. These are the first two of the four unit order which comprises of 3x HL757-9 and 1x HL760-9.

The first HL757-9 will go into operation at the Mt Maunganui bulk distribution store while the HL760-9 heads South to the Awarua service centre.

The decision to place an order for the Hyundai -9 series followed an exhaustive due diligence program comparing all premium brand loaders in the New Zealand market. The Porter Group looks forward to a long and successful relationship with Ballance Agri-Nutrients.

*Sold and delivered by Eagle Equipment Territory Manager, Chris Goodall*

## JW & CT Bailey Contracting

As the first Hyundai Baileys have purchased the scrutiny has been fairly intense, and the machine operator Shane Henare, is very happy with the new acquisition. Smoothness of the operation, tracking power and speed, and air-con are a few of the key aspects of the machine they are enjoying. Couple those attributes with the machines performance in loading their 6 wheelers and the results are there for all to see. The machine also runs a 600mm auger bit without any concerns, and has been excavating trenches at max reach. Managing Director John Bailey says "we are very happy with our purchase".

*Sold and delivered by Eagle Equipment Territory Manager, Andy Hicks*



## JR Logging

JR Logging has recently taken delivery of a Hyundai R320LC-9 H/C Excavator fitted with a custom hydraulic bonnet and running a Log Max 12000XT processing head. With the Porter Group supplying both the base machine and the head, JR Logging have confidence in knowing that the same company is providing all the back up and after sales support with branches throughout the country. Talking with the crew at the delivery they are very impressed with the end product and looking forward to getting it out working.

*Sold and delivered by Eagle Equipment Territory Manager, Scott Turner*



## Tree Tech Tokoroa

Laz from Tree Tech Tokoroa has recently taken delivery of two new Hyundai R290LC-9 H/C excavators to add to his existing fleet of Hyundai machines. The machines were purchased to expand his logging operations around the North Island. Laz is especially impressed with the Porter Sales forestry package and reports that the machines are performing well.

**Sold and delivered by Eagle Equipment Territory Manager, Scott Turner**



## Hyundai R320LC-9

Eagle Equipment has recently delivered a new Hyundai R320LC-9 fitted with a Wedglock I-Lock Coupler and Power Clamp. The machine is to be used in the customers stumping and Hogging operation, the operator says he "loves the power and comfort of the machine".

**Sold and delivered by Eagle Equipment Territory Manager, Scott Turner**

## Firth Industries

Firth Industries have just taken delivery of two more Hyundai HL740-7 loaders to add to their ever expanding fleet of Hyundai machines. The machines were purchased to perform an array of duties in their batching plants. Firths have stuck with Hyundai yet again after the success they have had with their existing fleet and the service and back up they receive from the Porter Group.

**Sold and delivered by Eagle Equipment Territory Manager, Scott Turner**



## Tirau Earthmovers

Steve from Tirau Earthmovers has recently taken delivery of a new Hyundai R35Z-7 excavator to undertake various duties within his fleet of machines servicing the Greater Waikato. Steve says "the machine is going well and the boys on site love operating it".

**Sold and delivered by Eagle Equipment Territory Manager, Scott Turner**

## Rockshop Quarry Products



This new Hyundai HL760-7A was delivered in November 2010 to Rockshop Quarry Products, Henderson, Auckland. Rockshop is a supplier of Roading and Quarry products to the West and Greater Auckland area. Owner is Wayne Ashford is really happy with his new purchase!

**Sold and delivered by Eagle Equipment Territory Manager, Paul Gorrie**

## Northland Underground

Northland Underground is a underground drilling firm with a reputation of giving good service and getting the job done on time. Graeme, Sam and Wendy are all hands on in the business.

They have taken possession of their 2nd Hyundai mini excavator. They were very happy with the performance of their R16-7 but it wasn't able to lift concrete man holes into place. Graeme said the new R27Z-9 does the job with ease. They are very impressed with the smooth travel and smooth operating of the work equipment.

**Sold and delivered by Eagle Equipment Territory Manager, Ian Fletcher**



## Westend Contracting

Dave and Julia Hoskin of Westend Contracting Ltd have just taken delivery of a new Airman AX50U-5 for their West Auckland Contracting business. After trying a few machines before buying Dave is more than happy with his Airman purchase.

**Sold and delivered by Eagle Equipment Territory Manager, Paul Gorrie**



## MH Earthworks

MH Earthworks of Napier has recently purchased a new Hyundai R140LCD-9 to complement the three Hyundai excavators the business currently owns.

Starting with an R55-7 in 2006 & adding an R140LCD-7 & a R35Z-7 in October 2007, Bill Mantell-Harding had no hesitation in adding another Hyundai to his contracting operation.

"I have been very satisfied with the operation & performance of the Dash 7 models, but the new machine has really impressed me with its smooth controls, cabin comfort & quietness" says Bill.

"This along with top support from the Porter Group & an excellent business relationship with Roger Pedersen the area Territory Manager convinced me to stay with Hyundai product".

**Sold and delivered by Eagle Equipment Territory Manager, Roger Pedersen**



**HL730-9**

9,800kg

**HL740-9**

12,000kg

**HL757-9**

14,500kg

**HL760-9**

17,900kg

**HL770-9**

23,100kg

**HL780-9**

30,000kg




# Series Loader

**HL780-9**

Item	Unit	HL780-9
Operating Weight	kg	30,000
Bucket Capacity (SAE)	m <sup>3</sup>	5.4
Engine	HP	348



## PORTERGROUP

**SALES NETWORK**

NORTHLAND	09 438 9171	NEW PLYMOUTH	06 759 8365
NORTH HARBOUR	09 415 6573	PALMERSTON NORTH	06 355 4474
AUCKLAND	09 277 7640	WELLINGTON	06 355 4474
HAMILTON	07 849 3956	CHRISTCHURCH	03 359 9368
ROTORUA	06 843 9320	OTAGO	03 445 4437
TAURANGA	07 849 3956	SOUTHLAND	03 214 1415
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