SUSTAINING THE FUTURE

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The magazine of Hitachi Construction Machinery (Europe) NV
First-class support

The Hitachi Support Chain after-sales programme, which was successfully launched at Bauma 2010, has been developed to protect the customer’s investment in Hitachi construction machinery. Owners can create their own ‘chain of service’ with elements of technical support, Hitachi Extended Life Program (HELP), Global e-Service, Hitachi Genuine Parts and remanufactured components. Hitachi dealer personnel are trained to the highest possible standards in the latest available techniques and advanced technology so that they can advise customers on how to operate their machine productively and efficiently. Machines covered by HELP warranties also benefit from regular inspections and maintenance carried out by highly skilled technicians at the nearest Hitachi dealer.

Global e-Service enables customers and dealers to download and share data, which is updated daily via satellite. The data includes the current geographical location of most Hitachi Zeiss excavators and ZW wheel loaders, plus accurate temperatures, pressures and fuel consumption readings. Such information can help the owner to reduce running costs, plan jobs efficiently and keep up-to-date with machine maintenance.

Use of Hitachi Genuine Parts by authorised Hitachi dealers during repairs provides assurance of the same high-quality standards inherent within all Hitachi construction machinery. Alternatively, customers opting for remanufactured components or Hitachi approved parts (ideal for machines that have been operating for some time) benefit from excellent value for money and flexibility.

With Hitachi Support Chain, customers can trust in Hitachi to always deliver first-class after-sales service and to ensure that their machine remains as productive and reliable as it was designed to be.

Dutch operators put Hitachi to the test

The biennial TKD (Technische Kontakte Dagen) event took place in Barneyield, The Netherlands in June. The unique exhibition allows visitors to test drive construction machinery on display and make comparisons between competitive products. This year’s TKD attracted a total of 22,500 visitors over three gloriously sunny days.

Hitachi Construction Machinery (Europe) NV (HCME) was represented by its domestic dealer (see page 24), which was one of the leading exhibitors with a 1,800m² stand. It displayed a variety of machines, including the ZX10U-2, ZX18-3, ZX27-3, ZX33U-3 and ZX52U-3 mini excavators, the ZX65U-3 medium excavator with two-piece boom, and the ZX140W-3 and ZX145W-3 wheeled excavators.

The main focus of the stand was the extended Hitachi wheel loader series, including the new compact models, the ZW75 and ZW95. The new large ZW330 wheel loader was also presented to the Dutch market for the first time at TKD. Visitors were able to test wheel loaders up to the ZW310, the ZX7-3, ZX33U-3, ZX140W-3 and ZX205LC-3.

The star of the show, however, was the Hitachi ZX350LC-3, which was exhibited with a two-piece boom. This special application has been developed by HCME Domestic with a 15-metre reach on the bucket pin.

“We were delighted to see so many of our customers at this event and meet up with them in a more informal environment,” says Director of Domestic Sales Pieter Weerts. “TKD is the most important event for HCME in The Netherlands and it has been a huge success with so many visitors having had the opportunity to experience Hitachi machines for themselves.”
Twice as tough

The official Hitachi dealer in Switzerland, Probst Maveg, has delivered two new ZX550LCR BE-3 excavators to Alfredo Potti SA. The family-run company owns a granite quarry in Arvigo, and is owned by Giovanni Potti. Since the 1920s, the quarry has produced high-quality granite. This is used mainly for the manufacture of products for construction and landscaping in Switzerland, but most of the exported material is transported to Germany. The granite is sold in blocks of raw material or manufactured into floor tiles, fountains, tables and works of art.

Although a spectacular location, the Arvigo quarry is one of Switzerland’s most challenging working environments for hydraulic excavators. However, Hitachi machines have gained a strong reputation in the region for excellent hydraulics, ease of use and responsive controls. Giovanni invested in the two new 52-tonne models following a positive experience with the previous two Hitachi ZX500LC excavators.

Both machines have been fitted with FOPS cab protection, windscreen guards, reinforced travel motor covers, travel guards and arm damage prevention plates. They are also covered by a full service package that will last for five years.

Probst Maveg Area Representative David Frapolli says, “The agreement covers everything that the machines will need for the next five years, including technical support, genuine parts and oil. And thanks to Global e-Service, our team knows the status of each excavator using the information that is downloaded via satellite. Then we can advise on any preventative maintenance and ensure the optimum use of the machines.”

Custom-built pipeline solution

Norwegian Hitachi dealer Nanset Standard offers a range of custom-built solutions through its Special Production division. A good example of Jan Ivar Ibsen and his team’s engineering expertise is the Hitachi ZX670LC-H3 delivered to Busengdal Transport AS in May.

Busengdal Transport was founded in 1957 and is based in Stordal, near the port of Ålesund. The company has 180 employees and is managed by brothers Erling and Bjørn Busengdal. Its wide range of construction machinery operates on general construction, earthmoving and more unusual contracts, such as handling North Sea gas and oil pipelines.

Since 2009, the company has acquired five Hitachi machines including a used ZX850. The fleet has made a strong impression as the former has been extended so that it can lift up to 14 tonnes at a reach of 14m and an additional counterweight has increased the overall weight of the machine to 70 tonnes.

“The cooperation between Busengdal Transport, the local Nanset representative Ola Vik and our Special Production team has been crucial to the success of the project,” adds Jan Ivar Ibsen. “It is important that we understand the tasks the machine will perform, as well as challenges it will face. Then we can be more creative and find practical, working solutions.”

Bespoke design for ZX70LCN-3

The official Hitachi dealer in Estonia, Laadur OÜ, delivered a ZX70LCN-3 with a difference to Vändra MP AS in March this year. The medium Zaxis excavator has been specially adapted for use in peat bogs. Vändra was established in 1992 near Pärnu in the south-west of the country. It has 85 employees who are active in soil improvement, forest drainage, sewage engineering, road construction and recent peat production. The 8,500kg ZX70LCN-3 has been supplied with an extra-wide undercarriage to ensure that it exerts no more than 0.11kg/cm² of ground pressure – less than the average human’s finger! The lowest point of the undercarriage is 450mm from ground level and the 1,000mm tracks have been lengthened to 3,940mm.

The bespoke machine’s first assignment was to work on the Lahup peat bog owned by Tootsi Turvas AS. Vändra’s Chairman, Ttit Kangert, says, “The ZX70LCN-3 has been designed specifically for working on wet ground and Laadur OÜ was able to supply us with a reliable solution for a wide range of challenging soil conditions.”

“The Global e-Service offered as standard by Hitachi Support Chain is also important to Vändra. This enables us to pinpoint the exact location of the machine via GPS tracking and download technical data via satellite to our office.”

Wheel loader road show

A selection of Hitachi ZW wheel loaders has been taken on tours of Sweden and Portugal this year as part of promotional campaigns by official Hitachi dealers Delvator and Moviter.

Both dealers organised the tours to highlight the benefits of the range to new and existing customers in their national markets. Delvator displayed the ZW140PL, ZW180PL and ZW250 models, and Moviter selected the ZW180, ZW220, ZW250 and ZW310. With trials and demonstrations, customers could learn about the benefits of ownership, such as high productivity, easy maintenance and low repair costs.

The Swedish tour was 3,500km long and started in Eslov in the south and travelled north to Luleå, via seven other locations. After seven weeks on the road, the machines were transported to the Maskinfair exhibition, near Stockholm.

In Portugal, the five-week ‘Road Show’ schedule combined daytime demonstrations at individual companies with evening events, including food and music. The 750km-long route began at Ponte de Lima in the north, concluded at Sesimbra in the south and included seven different locations, representing a variety of industry solutions such as quarrying, construction, earthmoving and forestry.

“For many years, our construction customers have been impressed by the performance of Hitachi Zaxis excavators and have also enquired about Hitachi ZW wheel loaders,” says Delvator Managing Director Christer Arvidson. “We were happy to take these machines closer to the market and delighted that the tour resulted in the sale of a ZW180PL to a customer in Kiruna, Ulf & Söner AB.”

Moviter’s tour was also successful, but not only in promoting the ZW wheel loader series, according to Rui Faustino, Hitachi manager at Moviter: “We were also able to increase brand awareness, create an interactive event, enhance customer loyalty and ultimately win new business.”
Expanding network of support

A leading Belgian company has developed a niche in trading, including the official distribution rights in parts of northern, central and western Africa for Hitachi construction machinery. Founded in 1927, Demimpex initially started importing and exporting car parts for owner Philippe de Moerloose’s brother in the Democratic Republic of Congo.

As part of the SDA Group, the dynamic company has since expanded into other distribution channels and territories through its subsidiaries for selling cars, construction and agricultural machinery. For example, after striking its first Hitachi deal (for ten Euclid dump trucks) in 2003, Demimpex quickly signed contractual rights to become the “master distributor” for Hitachi in 20 African nations.

“Our strategy is to operate through a network comprised of independent national distributors and Demimpex-owned branches,” explains Demimpex’s Head of Equipment Distribution Division Bernard Wackers. “We learn about each market and implement professional training and other standards using our knowledge and expertise.”

When entering Morocco in 2005, Demimpex formed an agreement with Hitachi sub-dealer Berenger. The family-run company was founded in 1977, but was taken over by Groupe Premium in 2008. As a result of the takeover and its direct relationship with Demimpex, Berenger is upgrading its national technical support network to meet the required standards.

The sub-dealer’s head office in Casablanca covers Hitachi sales and technical support for central Morocco. The three other branches in Agadir, Tangiers and Meknès are sales offices, which benefit from mobile technical support teams equipped with service vehicles.

“Our joint ambition is to ensure that Hitachi customers in Morocco receive all aspects of the Hitachi Support Chain programme,” adds Bernard. “Berenger offers a full line of equipment to the road construction contractors and quarry operations (see pages 32-37) which make up the majority of the Moroccan market, so there’s no doubt that we are in a very strong position.”

HCME welcomes Powertek

Hitachi Construction Machinery (Europe) NV (HCME) has appointed a new official dealer for its customers in Romania. The partnership was celebrated by representatives of HCME and Powertek at the Bauma exhibition in April.

In May, Powertek promoted its new partnership at the International Exhibition of Construction Machinery held at Romexpo Exhibition Centre in Bucharest. Three Hitachi machines were displayed on the company’s 650m² stand: the ZX14-3 mini excavator, the ZX110-3 medium excavator and the ZW150 wheel loader.

The new Hitachi dealer is one of the leading players in the Romanian construction equipment market. It has a total of approximately 100 employees, including 15 sales specialists and a professional service team that operates a fleet of 20 vans and responds to customer queries seven days a week.

Powertek belongs to a group of seven companies that serve the sales and rental construction equipment markets not only in Romania, but also in Bulgaria and Moldova.

The expertise of the company and its team of professionals, developed during the past seven years, are the cornerstones of the business. It provides a complete range of Hitachi excavators, wheel loaders and rigid dump trucks.

For more information, please visit www.powertek.ro.

iGround Control goes live

A new online version of Ground Control is now available to owners, operators and enthusiasts of Hitachi construction machinery. Designed to complement this magazine, Ground Control includes movies and additional photography from job sites, exhibitions and customers around the world.

“This is an exciting new way for Hitachi to communicate with its customers,” says Hitachi Construction Machinery (Europe) NV General Manager International Sales Paul Burger. “It brings stories to life with movie material and interactive features. It also provides a quick and easy-to-use format for those who do not have time to read full-length articles, or those who prefer to access such content online.”

The first issue, distributed earlier this year, includes movies from a coal mine in Spain, the Bauma exhibition in Germany and a demolition site in Vienna. The full-length articles are published in this issue of Ground Control, and are supported by interviews on www.myHITACHIexperience.com. The movies also appear online at www.youtube.com/user/HitachiConstruction. If you would like to receive the first issue of Ground Control and be added to the mailing list, or to tell us what you think, please contact us at hitachi@igroundcontrol.com. www.igroundcontrol.com
**TEN OUT OF TEN IN FINLAND**

The arrival of the tenth Hitachi machine at Finland’s largest nickel mine only two years after production began is the result of a successful partnership between Hitachi, its dealer Rotator, and Talvivaara Mining Company.

**The EX3600-6BE excavators and eight EH3500ACII dump trucks now are responsible for the service and maintenance of the two Hitachi excavators and eight EH3500ACII dump trucks now operational at the Talvivaara mine.**

The mineral resource of Talvivaara is located in two polymetallic deposits, Kuusilampi and Kolmisoppi, which contain an estimated 1,004 million tonnes of ore. The deposits are mined as large open pits to produce nickel, and zinc, copper and cobalt as by-products.

**Before the mine reaches its estimated depth of 600m, the Hitachi excavators and dump trucks are contributing to its expansion to the south and north (the mine is 3.5km long and 1.4km wide).**

**One EX3600-6BE is loading ore, which is then transported 3km to the primary crusher,” says Talvivaara Mining Manager Arto Suokas.**

“Both excavators are capable of loading 3,200 tonnes per hour, equal to 20 truck loads. The eight EH3500ACII dump trucks travel at a speed of 40km per hour on the site and empty a load into the crusher approximately every two minutes. The production rate is the same all year round, despite harsh winter conditions of -30˚C.”

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Exhibition

Taking a closer look at the new ZW75

Demonstrating versatility

Bauma 2010 lived up to its reputation as the world’s leading trade show for the construction and mining industries. More than 415,000 visitors from 200 countries visited the exhibition in April at the New Munich Trade Fair Centre. Despite severe travel disruption due to the temporary closure of European air space, 35 per cent of visitors travelled from outside Germany. With greater exhibition space than ever before and a record number of registered exhibitors (3,150), the event marked the return of confidence to the international construction market.

Hitachi Construction Machinery (Europe) NV (HCME) was one of the major exhibitors at the trade show, which was themed ‘the peak of excellence’. Supported by its official German dealer, Kiesel, HCME displayed a wide variety of Hitachi machines on its 3,900m² stand, including 14 new products.

Among them were seven new mini excavators: the standard ZX18-3 and ZX27-3, and the short-tail swing ZX29U-3, ZX33U-3, ZX38U-3, ZX48U-3 and ZX52U-3 models. Bauma was also the launch pad for the ZX145W-3 wheeled excavator, ZW65, ZW75 and ZW95 compact wheel loaders, and the ZW330, ZW370 and ZW550 large wheel loaders.

"Bauma was the ideal opportunity to showcase both large and compact additions to the Hitachi wheel loader range," says HCME General Manager International Sales Paul Burger. "The new models have been designed to meet the varied demands of Hitachi customers, and Germany is one of the key markets for this product group."

A selection of medium, large and special application excavators completed the line-up on the outdoor Hitachi stand. Demonstrating the brand’s versatility for a wide range of industry solutions, the special application models included one of the latest material handling wheeled excavators, the ZX250W-3, plus the long-reach ZX280LC-3, a ZX350LC-3 with clamshell attachment and the ZX470LCD-3, fitted with a high-reach attachment for demolition.

HCME also launched its after-sales programme, entitled Support Chain, at Bauma. The name highlights the complete chain of support that customers can expect from the manufacturer and its official dealers following the purchase of Hitachi construction machinery (see page 4).

"The launch of several new Hitachi machines and the new Support Chain after-sales programme created a lot of interest at this year’s Bauma exhibition," says Paul. "We were delighted to welcome so many of our dealers, customers and international journalists to our stand. Our aim was to create a professional, yet relaxed environment and I think this helped to make our presence at Bauma 2010 a huge success."

Much has changed in the global economy since the last Bauma exhibition was held three years ago. Hopes were high among manufacturers, including Hitachi Construction Machinery (Europe) NV, that this year’s event would mark the start of better things to come.

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overburden, but the new Hitachi excavators have made a big impact on productivity.”

The Hitachi EX5500-5, EX3600-6 and ZX350LC excavators at Fabero belong to the largest Hitachi fleet in Spain. UMINSA is owned by the Victorino Alonso Group, which has nine open-pit and eight underground mines in León, Asturias and Palencia. Working on these sites are 12 Hitachi EX5500-5s, 16 EX3600-6s, 15 ZX870-3s, 44 ZX850s and 126 ZX350 excavators, plus 150 EH1100 rigid dump trucks and 171 LX290 wheel loaders.

The Fabero coal mine, situated 1,000m above sea level, is the largest owned by the Group. Mining began here in the mid-20th Century and it has the largest reserves for the future (approximately seven million tonnes). Around 65,000 tonnes of coal are produced at Fabero every month, which equals 15 to 20 per cent of the Group’s total coal production.

“The four EX5500-5s and two EX3600-6s remove 90 per cent of the overburden at the mine,” says Manuel. “The EX5500-5 excavators have proved to be reliable, with less downtime than other brands. The EX3600-6 is more versatile, as it can load either large or small dump trucks.”

Approximately 50,000m³ of overburden are removed per day. Once a layer of material approximately one metre above the coal is reached, the medium ZX350LC excavators are used to remove it, separate the rocks from coal, and load it on to EH1100 dump trucks. They transport the coal to a deposit area, approximately 2km away. From here, up to 30 tonnes of coal are transported by 100 trucks every day to two washing centres. One is located in Fabero and the other is less than 10km away, near Paramo del Sil. Then the coal is transported to two power plants 20km north of Fabero at Anllares and 30km away at Compostilla. Owned by Endesa and Unión Fenosa, the power plants provide energy to Spain’s national grid.

With two national utility companies relying on a steady supply of coal from Fabero, UMINSA cannot afford any interruptions. To keep downtime to a minimum, the Hitachi machines are supported with scheduled maintenance and service by personnel at Serex, the official dealer of Hitachi mining machinery in Spain.

Mining has played an important part in the development of Spain’s northwestern Castile and León region for centuries. Silver and gold were mined here during the days of the Roman Empire, and up until the Spanish Civil War in the late 1930s, mining continued to have a vital role in the region’s economy. From the 1970s, however, production of materials such as iron and tin began to decline, but coal mining bucked the trend due to the demand for thermal power generation in Spain.

In recent decades, however, León’s coal mining industry has also started to decline. Numerous sites were shut down in the 1980s and 1990s, causing unemployment, poverty and emigration. Within the last ten years, around half of the region’s coal mines have closed and the remaining companies have been forced to increase prices to stay profitable.

By using efficient extraction processes and high-quality machinery, some mines are succeeding in this increasingly challenging market. At the Gran Corta de Fabero mine, north of Ponferrada, Unión Minera del Norte SA (UMINSA) uses Hitachi mining excavators to access the coal quickly and easily, to maximise its profits.

“The sooner the overburden is removed, the easier it is for us to carry out blasting and gain more immediate access to the coal,” says UMINSA Technical Director Manuel Santamaria. “The arrival of the Hitachi EX machines has simplified the process of extracting the coal. Previously, we used other brands of machinery to remove the overburden, but the new Hitachi excavators have made a big impact on productivity.”

The Hitachi EX5500-5, EX3600-6 and ZX350LC excavators at Fabero belong to the largest Hitachi fleet in Spain. UMINSA is owned by the Victorino Alonso Group, which has nine open-pit and eight underground mines in León, Asturias and Palencia. Working on these sites are 12 Hitachi EX5500-5s, 16 EX3600-6s, 15 ZX870-3s, 44 ZX850s and 126 ZX350 excavators, plus 150 EH1100 rigid dump trucks and 171 LX290 wheel loaders.

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Before construction can start on Vienna’s new central railway station, extensive demolition work must be carried out on the city’s south railway station. Facing strict deadlines and environmental regulations, as well as growing media attention, general contractor Porr Umwelttechnik GmbH and its Hitachi excavators will ensure that the first trains arrive on time in 2012.

One of the largest construction projects in central Europe is currently underway in the Austrian capital. The regeneration project in south-east Vienna covers 109 hectares and will result in a new district of the city, with residential accommodation, office buildings, a school campus and park land. It also includes the replacement of the former Vienna Südbahnhof (south railway station) with a larger Hauptbahnhof (central railway station).

The Südbahnhof was built on the site of the Gloggnitzer Bahnhof, which was completed in 1841, then replaced by a bigger and better neo-Renaissance style station in 1874. When the new station opens in 2012, it will therefore be the fourth railway station to exist in this part of the capital.

The Hauptbahnhof will connect two previously separate terminals under one roof, levelling their height difference of approximately four metres. Trains from all directions will be able to stop at Vienna and continue travelling through the city. The Hauptbahnhof will become one of the most important European travel hubs, with faster connections to Austria’s neighbouring countries.

The old station was closed in December 2009 before demolition of the main ticket hall began in January 2010. While the work is being completed, a temporary station is open nearby and a railway line through the job site remains in use. Underground trains also continue to run beneath, and tram lines operate parallel to the perimeter of the job site.

Porr is one of the two general contractors responsible for demolition and material processing at the site. According to Martin Taborsky, Porr’s Construction Manager, the job site’s proximity to existing rail lines, underground and tram routes, is just one of many challenges.

“The demolition work must be complete in six months,” he says. “Despite the urgency, the demolition can only be carried out five days a week, from 6am to 10pm, to keep noise disruption to local residents to a minimum. However, 6am is an early start for an inner-city project like this.

“The vibrations are also monitored regularly at different points around the 80,000m² site. We have to make sure we’re not exceeding the limit – so far, we haven’t had any problems.”

After the ticket hall has been demolished, Porr must dismantle two large concrete bunkers beneath it. “It will take eight weeks to remove them: one is 6,400m²; the other is 3,200m²,” continues Martin. “We
intend to dig to a depth of seven metres around each bunker and will use a five-tonne hydraulic hammer to demolish them.”

In addition to the demolition work, Porr must also ensure that all materials are separated so they can be reused on site, where possible. “Separation of material is a big part of our contract and recycling is very important,” adds Martin. “Up to 80 per cent of materials will be used for the construction of the new station, and the remainder will be sold and used on other sites.”

A total of 380,000 tonnes of concrete, steel and other materials must be transported by truck to stockpiles at the rear of the site. This amounts to 400 truck loads per day, travelling around the site’s self-contained road network.

Porr has 20 trucks and 20 excavators on the site. Two of its Hitachi demolition machines are being used to dismantle the main ticket hall. The steel from the window frames is removed by a ZX350LC-3 with a 21m high-reach boom and combined shears and cutter attachment. A ZX470LCH-3 fitted with a 27m high-reach boom is helping to remove the concrete in between the window frames.

Both models were supplied by the official Hitachi dealer in Austria, Baumaschinen Handel GmbH. According to Sales Area Representative Gerhard Glock, the demand for larger and more powerful machines is increasing among customers, due to the considerable amount of concrete and steel used in buildings originally constructed in the 1950s and 1960s. “Height is not a problem, but power is an important issue,” says Gerhard.

Several other Hitachi excavators can be seen at the site, including a ZX550LCN-3 with grab attachment, which is processing materials from the old ticket hall. Porr has hired three additional Hitachi excavators from demolition company Prajo. These include a ZX350LC-3 with 23m high-reach and claw attachment, ZX240N-3 with pulveriser attachment and a ZX210LC-3 used for loading materials on to the trucks.

Porr selected Hitachi construction machinery after a comparison of different brands over several years. “The decisive factors were fuel consumption, running costs, and the number of working hours against repair costs and downtime,” explains Martin.

“Performance is key for demolition, not cost – we only have six months to do the work, and the costs that can result from not completing work on time far outweigh the cost of a machine, or differences in costs between models. This was the most important factor in the company’s decision to buy Hitachi machines.”

The Vienna Südbahnhof is one of the most high-profile job sites in Austria. Its progress is photographed by members of the general public, has been reported on by local media and even filmed by a national TV station.

The presence of Hitachi construction machinery is a huge endorsement for the brand. “It’s like a huge shop window for Hitachi and for Baumaschinen Handel GmbH,” jokes Gerhard.

Demolition in Austria has a comparatively small share of the overall construction market, which makes it even more competitive. “There are probably ten to 12 Hitachi demolition machines in Vienna, and a total of 20 in Austria,” adds Gerhard. “Many machines are standard and configured for demolition, so they are versatile for use on other projects,” he says. “That’s why it’s remarkable to see so many Hitachi machines working on this one demolition site.”
Natural and remote environments create unique challenges for manufacturers of construction machinery. Assisted by its dealer in Finland and the specialist after-sales support it provides, Hitachi is meeting the demands of the local geography, and the requirements of its customers, with its range of factory- and dealer-modified excavators.

Industry solutions

With the highest share of forest land in Europe, Finland is an important market for forestry machines. The Nordic country’s birch, pine and fir trees are its primary natural resource and it is one of the world’s largest exporters of paper and paperboard. Another valuable natural resource in Finland is peat, which is found in wetlands that make up one third of the country’s land area. Its peat reserves are double the oil reserves found in the North Sea, and are used to generate heat and electricity for domestic and industrial purposes.

Companies working in both forestry and peat production in Finland can opt for two Hitachi excavators designed specifically for forestry applications: the ZX135USL-3 and ZX225USRL-3. Both are manufactured at Hitachi Construction Machinery (Europe) NV (HCME).

The ZX135USL-3 is a short-radius swing machine with a durable undercarriage; reinforced upper structure, upper rollers, tracks and side step; track guards; and a damage prevention plate on the arm. Its increased ground clearance ensures greater mobility and enhanced stability in timber yards and forests.

The ZX225USRL-3 shares many of the same features as the ZX135USL-3, and its boom also has a high-lift bracket. This means it can lift higher than the standard ZX225USRLC-3 model. Both the ZX135USL-3 and ZX225USRL-3 can be equipped with a variety of attachments, which make them extremely versatile.

In addition to these two models, the demand for a lighter machine is high in Finland, due to the soft terrain of its forest land and peat bogs. To meet customer requirements, the Hitachi ZX110M-3 has been specially modified by the official Hitachi dealer in Finland, Rotator, for forestry applications.

The ZX110M-3 is based on the standard ZX110-3, but has been designed for use on soft ground, muddy terrains and gradients. It has increased traction force, and greater ground and counterweight clearance than the standard ZX110-3 model.

“The ZX110M-3 and ZX135USL-3 are more commonly found in Finland’s forests and peat bogs than the ZX225USRL-3, because they are ideal for working on soft, damp ground,” says Janne Salomäki, Product Manager of Construction Equipment at Rotator, the official Finnish Hitachi dealer.

Rotator began distributing Hitachi construction machinery in

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Finland in 1983 and has helped the brand to establish a strong identity over the past 27 years. “Hitachi machines are popular for forestry applications in Finland,” adds Janne. “The brand has had a presence in this sector for longer than all of its competitors, so customers have had time to develop positive experiences with Hitachi machines.”

Ground Control visited two customers working in forest land and peat production to see how the latest Hitachi models were performing in their respective environments. Maanrakennus Vanonen Ky took delivery of a ZX110M-3 in April 2009 and it was being used to build ditches in a forest near Halmiainen, 190km north-east of Helsinki. In central Finland, Olvi Salo has a ZX135USL-3 in use at a peat bog in Hirvaskangas, 120km from Tampere.

Maanrakennus Vanonen Ky is co-owned by Antti Vanonen and his father, and was established in 1963. Although it specialises in forestry, the company also works on small construction sites, for example preparing foundations for summer cottages.

“Our first Hitachi model was a used EX100M, which we bought from Rotator in 2004,” says Antti. “When my father started our company he used a backhoe loader to maintain ditches, which was hard work compared to working with Hitachi excavators.

“The EX100M worked reliably for 6,000 hours, so we decided to buy another Hitachi model. We wanted the same kind of machine with similar capabilities. And the resale value for Hitachi models is relatively high in Finland.”

The base ZX110M-3 machine was supplied from the HCOME factory in Amsterdam. Rotator strengthened the undercarriage and provided 900mm wide tracks to ensure low ground pressure. The dealer also added Xenon lights, hydraulics for the quick coupler, and additional protection on the side of the machine and the top of the cab.

“The machine has track support skis fitted in both sides of the track frame to enhance the durability of the undercarriage,” adds Janne. “These also help to keep the tracks steady on uneven terrain.”

Since the ZX110M-3 was delivered in 2009, it has gained 1,740 working hours and impressed both Antti and his father. “It’s easy to handle and precise,” says Antti. “Compared to the previous Hitachi, it is also slightly faster and more powerful.”

Speed is particularly important, considering Maanrakennus Vanonen works mainly on a contract basis. In one day, working from 8am to 8pm, the ZX110M-3 not only digs sufficient trenches in a 1,000m² area, but also creates approximately 1,800 shallow holes in the 4,000m² space, where the new trees will be planted.

The machine requires two attachments for this job site. One is a V-shaped bucket designed especially for digging ditches; the other is used to turn the moss over and compact it, creating spaces for the new trees to be planted in the ground.

The forest is privately owned by a Finnish family, like the majority (80 per cent) of Finland’s forests. The wood is supplied to UPM, a leading global supplier of energy and paper products. The fuel consists of 90 per cent peat and 10 per cent wood chips,” says Olavi.

“Around 150,000m³ of peat are produced at this site annually. “It varies from 50 to 200,000m³ depending on the weather,” says Olavi. “If it’s a rainy summer, production falls because the peat has to be dried before it can be harvested.”

The majority of the peat is transported by road to power plants in Tampere, which supply homes in the city. It is also transported to other cities in western Finland, such as Pori and Seinäjoki, where it is used for industrial and domestic purposes.

During Ground Control’s visit in June 2010, the ZX135USL-3 was fitted with a large rake attachment to pile the dry wood before chipping. The machine is also used with a large bucket to prepare ditches for irrigation in the bog, and to transport and load peat. It is operated by Olavi, his son, Jaakko, and full-time operator Timo Suominen.

“The cab has good visibility and the short-radius swing is beneficial,” says Timo. “When I’m loading the truck, I don’t have to keep checking behind me, and it’s good for working in narrow spaces. The machine is also precise and I find the controls easy to operate.”

The most important advantages for Olavi are the excavator’s low ground pressure and that the undercarriage clears the ground easily when manoeuvring over rocks and tree stumps.

Rotator has made similar modifications to this machine as the ZX110M-3 owned by Maanrakennus Vanonen, including protective skis within the wide tracks. Delivered in June 2009, it now has 1,300 working hours.

“When the ZX135USL-3 is working perfectly,” says Olavi. “I would like to see a machine in this weight class developed with even less ground pressure and wider tracks, but I understand that it’s a specialised sector.”

Although this ZX135USL-3 is working in a different environment to the ZX110M-3, it is easy to spot similarities between both machines and their benefits for Olvi Salo and Maanrakennus Vanonen.

It is evident that both family-run enterprises rely on their Hitachi excavators to perform different tasks with various attachments. They rely on the modifications provided by Rotator and its after-sales Support Chain network coordinated by its headquarters in Tampere-Pirkkala.

The machines are also supported by the dealer’s Hitachi Start programme, which is designed to give new machine owners all the information they need to start working with their Hitachi excavator.

“IT includes a handbook containing warranty details, maintenance regulations, information on all the attachments and optional extras, and contact details for all Rotator personnel,” explains Janne.

Ensuring the optimum performance of Hitachi machines is a key focus for Rotator. Its high levels of after-sales support are even more important for customers working in remote forest land or peat bogs – as the reputation of Hitachi Zaxis excavators for reliability and durability.

To see a movie of both Finnish job sites, please visit www.myHITACHیExperience.com. To receive a digital version of Ground Control with new movies, please register via email: hitachi@igroundcontrol.com
The Netherlands is a strong market for Hitachi construction machinery, not least because the brand based its European operations there almost 40 years ago. Today, the domestic dealer continues to strengthen the reputation of Hitachi in a country where the operator is king.

The Netherlands has acted as Japan’s principal gateway to Europe for over 400 years. Renowned as a centre of international trade for centuries, The Netherlands also has a reputation for political stability and favourable policies on foreign investment. So when Hitachi Construction Machinery Co., Ltd. (HCM) decided to launch its European operations in 1972, it was an obvious choice to select a location in the country.

Almost 40 years later, its initial location in the southern city of Oosterhout remains the base for the domestic dealer of Hitachi Construction Machinery (Europe) NV (HCME). Although a subsidiary of HCME, it acts as an independent distributor of Hitachi products, and is also the Dutch dealer for Hitachi-Sumitomo crawler cranes. HCME Domestic therefore has a unique relationship with the Japanese manufacturer and is proud of its origins, as Director of Domestic Sales Pieter Weerts explains, “The history of Hitachi in Europe began here; this is where the roots of Hitachi and its European operations lie.”

Since 1972, the dealer has expanded and currently has two additional after-sales branches that support its Sales & Service Division in Oosterhout. In total, HCME Domestic employs 60 staff, including nine at the west branch in Bergschenhoek and nine at the north-east branch in Hoogeveen.

It also has six regional sub-dealers, which focus mainly on mini and medium excavators up to ten tonnes (three also supply medium excavators up to 50 tonnes). “The ratio of direct sales from HCME Domestic and regional sales from the sub-dealers is approximately 70:30 in favour of direct sales,” adds Pieter.

Although The Netherlands is a relatively small country compared to its European neighbours, its construction market requires a diverse range of machinery to serve a variety of industries. Its customers include recycling, demolition and dredging companies, large general contractors and small independent businesses. “We don’t focus on one or a few particular industries, as we have a variety of customers requiring different solutions,” says Pieter. “The most popular Hitachi excavators are the 20-tonne models such as the ZX210-3 and ZX250-3. They are easy and inexpensive to transport, and can be used for both small- and large-scale projects.”

The largest excavator supplied by HCME Domestic is the EX5500-5. “For a small country, The Netherlands is still home to large Hitachi machines,” adds Pieter. “Some of our customers are contractors working abroad, such as dredging companies in the Middle East, and they require large machinery. If they are a registered Dutch company, they often want to buy excavators in their home country.”

“We have also sold several units of the large EX1200 excavator in recent years. These machines are also mainly working abroad, but there are some operating in The Netherlands. In the Rotterdam area, for example, an EX1200 is used to unload vessels, and another
demolition company uses an EX1200 equipped with large shears to cut concrete and iron.

Hitachi wheeled excavators and mini excavators are also popular among customers in the Dutch construction market. This highlights the broad appeal of the brand in the country. “I have worked for Hitachi for 11 years,” says Pieter, “and during that time Hitachi has always been among the top three for total sales across all product categories in The Netherlands. Our main goal now is to penetrate the wheel loader market further.”

According to industry figures for 2009, the construction market in The Netherlands had total annual volume sales of 2,200 units. Mini excavators accounted for 50 per cent, and the remainder was divided among wheel loaders and medium excavators.

This year’s launch of the Hitachi compact and large wheel loaders on the European market will help the domestic dealer to achieve its aim. “Now the wheel loader range is from five to 50 tonnes, there is a big opportunity for us to increase the market share in this product sector,” says Pieter. “Thirty per cent of the total wheel loader market is for five- to ten-tonne machines,” he adds, hinting at the potential for the Hitachi ZW65, ZW75 and ZW95 in particular. Responsible for the Dutch market for several decades, HCME Domestic has developed long-lasting relationships with many of its customers. “They choose Hitachi because of the history and stability of our company,” says Pieter. “For some, it also has to do with the convenience of our location.”

“Overall, the most important factors for our customers when they purchase machines are reliability, quality and ease of use. After-sales is becoming increasingly important, too – our customers consider running costs per hour before they invest.”

The sales and service departments sit side by side at Oosterhout, which allows both parts of the business to monitor customer activity and communicate effectively. “The after-sales team is an extension of our sales team,” says Pieter. “The combination of after-sales and sales is important.”

“We are currently developing a new customer information system, so we can find out who wants to repair their Hitachi machines and who wants new models more efficiently, and if they are getting the right advice. Perhaps they want repair, but could be persuaded to buy a new machine or vice versa.”

HCME Domestic provides varying levels of service contracts with a one- to five-star programme, so customers can choose a suitable option for their business. One star includes annual service checks, recommendations for preventative maintenance and advice on optimum performance.

“The five-star level is becoming increasingly popular,” says Service Manager Henk Diderik. “It offers a full service contract and maintenance for up to five years or 8,000 hours. It means the customer knows the running costs of a new machine in advance, so there are no surprises or additional expenses.”

Hitachi’s Global e-Service is extremely important for these service contracts. “Global e-Service allows our service department to monitor the machine closely. They receive a warning via email when a service interval is necessary or if a failure has occurred. And then they can proactively service the machines and assist the customers.”

“The promotion of after-sales is a key focus of the dealer’s current strategy. “We want to keep the customer for the whole life cycle of a machine, so that they will come back to us, rather than go elsewhere for repairs,” says Henk.

The dealer promotes the benefits of its after-sales service to customers with its regular e-newsletter, HiCom Service. “Each issue highlights different offers, such as Hitachi Genuine Remanufactured Components, or filter and oil packages, for example,” he adds. As well as communicating effectively with customers, the Dutch dealer must also focus its attention on the operator. “The influence of the operator is stronger in The Netherlands than anywhere else in Europe,” says Domestic PR & Marketing Coordinator Esther Navest-ten Kroode. “Company owners ask them for their opinions when buying machinery. So if you have the operator on your side, you have almost sold the machine.”

Online marketing is one of the ways in which HCME Domestic hopes to persuade more Dutch operators of the benefits of Hitachi construction machinery. “Operators often share their opinions about machines online, so we communicate with them via email, giving information on how to save fuel and tips on how to ensure the optimum performance of Hitachi machinery,” says Esther. “Perhaps we will organise an operator contest in future.”

Operators are also at the heart of the national biennial trade fair, TKD (Technische Kontakt Dagen – see page 5), held in Barneveld. “It’s the most important construction exhibition in The Netherlands,” adds Esther. “It is extremely popular among operators, because they can try the machines for themselves.”

After almost 40 years of business, HCME Domestic clearly understands the needs of its customers, operators and the national construction market. Combining high-quality products with a high standard of after-sales service has helped it to establish a strong reputation for Hitachi construction machinery. With close ties to the history of the brand in Europe, and close proximity to production facilities in Oosterhout and Amsterdam, it has a unique position in the Hitachi dealer network.
Every day, an expert at the National Institute of Meteorology in Madrid monitors the wind and waves at La Coruña port, 500km away on the Galician coast. They pass on their information to the port authorities for a twice daily weather report, which states the areas in which it is safe to use heavy construction machinery.

The weather can change swiftly on this north-westerly point that meets the Atlantic Ocean. And the effects can be brutal. Over the past four decades, the port has experienced several shipping disasters, which have given it the name Costa da Morte (Death Coast). The most recent in November 2002 resulted in 70,000 tonnes of fuel spilling into the sea. According to reports, 2,000km of coast line were polluted and it was one of Europe’s worst wildlife disasters.

This explains why, in 2006, work began on making it safer for oil tankers to dock at the exterior port of La Coruña. Funded by the European Union and Spanish Government, the €300 million project includes the construction of a 3.2km sea wall to protect the new port and a larger storage area for cargo.

Although this is due to be completed in 2010, the port will not be fully operational until 2020. With 264 hectares of inland water (equal to more than 100 football pitches) and 91 hectares of land, it will become established as one of the major ports in Spain.

At the time of Ground Control’s visit in January 2010, 1.8km of the sea wall had been completed. It is being constructed with concrete blocks, weighing between 25 and 150 tonnes, which are manufactured and stored on the site. The materials used to make the concrete blocks are sourced from nearby granite quarries.

The quarries are also the source of lower quality aggregates being used to construct the dock’s surface road and basin. One of the site’s sub-contractors, Percasa, responsible for the quarrying and transport of these materials, which will make up the new port of La Coruña. Blasting occurs every day between 1pm and 2pm, and is supervised by technical engineer Jorge Sanchez Gonzalez.

The EX1200-6 loads 600m3 of sand and 300m3 of stones per hour. Once loaded, the EH1100s travel a distance of one kilometre.
“After blasting, the material is transported along a series of conveyor belts,” he says. “The highest quality stone is processed by the primary crusher so it can be used to make concrete blocks. The material can be crushed to various sizes depending on requirements, from 0 to 6mm. Any rejected material is washed, then used for the surface of the roads in the port.”

To load and transport the material to either the concrete plant or the sea wall, Percasa uses Hitachi machinery. “We currently have two Hitachi EX1200 excavators, which load nine EH1100 dump trucks,” confirms Jorge.

On average, the EX1200-6 loads 600m³ of sand and 300m³ of stones per hour. Once fully loaded and weighed on their way out of the quarry, the Hitachi dump trucks travel a distance of approximately one kilometre to either the concrete plant or the sea wall.

Speed is a vital element of the process, as Jorge explains: “Public-funded construction works can be very stressful; time is money. It is extremely competitive and contractors have to do everything they can to make a profit.”

Supplied by Hitachi dealer Serex to Percasa in 2009, the EH1100 dump trucks are used for ten-and-a-half hours during the day and ten hours at night. “If the machines worked less hours,” says Jorge, “they would not be profitable.”

Although the site is operational all year round, the work varies according to the seasons. In summer, nine of the Hitachi dump trucks were used for unloading mixed grades of materials to construct the dock’s roads and basin.

“This kind of work is necessary, but lighter compared to the work that the trucks have to do in busier months,” says Jorge. “In March or April, the hard work starts again.”

Fewer machines in winter require fewer people, so the number of people working at the site is reduced by more than a half. There are 35 Percasa employees at this time of year (20 during the day and 15 at night), who work 23 hours a day.

Founded 40 years ago, Percasa has used Hitachi machinery since 2004, when it was persuaded by Serex to try several large excavators, from the ZX470 to EX1200 models, and two Hitachi dump trucks. “At the time, Hitachi was relatively unknown in Spain for construction equipment,” says Daniel Rodriguez Garcia, Percasa Group Machinery Manager. Today, the entire fleet consists of Hitachi machinery: three EX1200s, six ZX870s, one ZX670, five ZX470s, two ZX350s, and 32 dump trucks.

“Initially we tried five Hitachi excavators, including the ZX870 and EX1200 models,” says Daniel. “They proved to be more reliable and capable of working longer than our existing machines, so we replaced them. Since then, we have had relatively few problems with Hitachi machinery, compared to other brands. And the service from Serex has been good, too.”

When Percasa has completed its work here, and the site is fully operational in 2020, the result will be one of the largest, and safest, commercial ports in Europe. And the dark days of the Costa da Morte will be a distant memory.

To see a movie of the La Coruña port job site, please visit www.myHITACHIexperience.com. To receive a digital version of Ground Control with new movies, please register via email: hitachi@igroundcontrol.com

The EH1100 dump trucks are used for more than 20 hours daily.
It’s impossible to visit Morocco without coming into contact with King Mohammed VI. His framed picture hangs in the premises of every business, but his influence reaches much deeper than keeping a “watching brief” on the nation’s workforce. The King has made it his express wish to stimulate Morocco’s economy and he believes that this can be done by improving and modernising the country’s infrastructure.

Tourism is one of Morocco’s main sources of income and the importance of the transportation network is vital to its development. The African nation hopes to increase the number of tourists visiting its shores from eight to ten million.

There were less than 300km of motorways existing when King Mohammed VI inherited the throne from his father in July 1999. Since then, the figure has increased to over 1,000km and this is set to almost double in the next five years.

A hugely significant highway programme was signed off by the Government and Autoroutes du Maroc (ADM), the national motorway company, in June 2008. As a result, the country will have an improved highway network of 1,800km by 2015 to link all the major cities with a population of more than 400,000.

In April 2010, the Moroccan Minister of Equipment and Transport, Karim Ghellab, announced that the national motorway network will cover 1,417km within a further 14 months. The investment in new highways will amount to €3.5billion with the completion of the Marrakech-Agadir route in June 2010 and Fez-Oujda in June 2011.

Work on the Fez-Oujda expressway started in 2007 at a projected cost of €3.5billion, excluding land. The motorway will run from the northern city of Fez, the third largest city in Morocco with just over one million inhabitants, to Oujda in the east, close to the Algerian border with an estimated population of 500,000. It will be a key part of the Autoroute Maghrébine, which will run from Nouakchott (the capital of Mauritania) to Tobruk in Libya.

The new road will also be an important link in the Moroccan east-west corridor and improve access to many cities along the Mediterranean coast. It will help to reduce the number of road accidents and meet the demands of increasing traffic levels.

The project encompasses the construction of a four-lane, 325km highway. Supplementary activities include the construction of bridges and toll gates, the installation of drainage works, roadway markings and traffic signs, and the establishment of a project implementation unit.
The Fiez-Oujda road is divided into ten sections for the purposes of construction, including a 57km stretch between Taza and Guercif. This has been contracted to China Overseas Engineering Group Co., Ltd (COVEC), a wholly owned subsidiary of China Railway Group Limited (CREC) since 2003. Established in 1991, COVEC is now one of the largest construction engineering companies in Asia. Its businesses cover international contracting and supervision projects, as well as engineering exploration, design and consulting services. It currently operates out of 23 countries across over 1,550 projects, including the construction of highways, airports, ports and railways.

COVEC has 60,000 employees in Africa, the Middle East and Europe. COVEC’s African base is situated in Mali to manage its strategic move. Fourteen Hitachi medium excavators were imported which saves both time and money for transportation. COVEC has also invested in its own crushing facility, strategically positioned beside an external supplier’s concrete plant, remaining 36km of the new road from the river to Guercif. It is responsible for the first half of the project, i.e. the 31km stretch from Taza to the Oued (river) M’soun.

In addition, ADM demands a certain quality standard for the materials used on the site. In some cases, the aggregates produced by COVEC did not meet these requirements and so the company has had to source them externally.

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“Nothing much happened during that period because it was too dangerous to move around the site,” explains Mr Zhang. “This has led to an inevitable delay of two months in terms of the projected completion date, but we still hope to meet our original deadline. Everything has progressed better on the Guercif side of the river; some of the Hitachi excavators will be transferred to help with the backlog of work on this side.”

The technical challenges faced by COVEC centre around the terrain and geology of the region between Taza and Guercif. The new motorway has been carved through hills and valleys, so it has had to be levelled quite significantly in sections.

The seven ZX250H-3s and seven ZX350H-3s are used for earthmoving, landfillsourcing materials for the concrete-making and crushing facilities, groundworks and other general construction work. In May 2010, they had collectively excavated seven million cubic metres and will have completed a similar volume of landfill by the time the project has been completed.

COVEC’s Project Director Lin Sen Zhang tested some of the new excavators himself when they arrived on the site. He was immediately impressed: “Ninety per cent of the excavators working on this project are Hitachi. It is an excellent, high-quality brand and the products are reliable, with no downtime. They are also highly efficient in that they can complete their loading cycles faster and offer better fuel consumption than other brands. Most of our operators are local and vary in terms of their experience. However, they find both models easy to use and enjoy working in such comfortable cabs.”

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Further investment to meet demand

The demand for road construction in Morocco is also beneficial to sub-contractors and other suppliers. One such operation exists near the town of Ben Slimane, situated north of Casablanca. Agregat Oued Cherrat (AOC) owns the largest (65 hectares) of the 14 quarries in this region.

The site was originally purchased by AOC in 1993 and Mohammed Haj Manna successfully ran the quarry until his death in 2003. The family connection was rekindled when his son Jamal At Manna joined the management team in October 2008.

“That year, it was decided that AOC should upgrade its machinery and so we looked for a suitable partner,” says Jamal. “I was familiar with the John Deere distributor, Groupe Premium, which is also the parent company for Berenger, and so that was how I was introduced to the Hitachi brand.”

The decision-making process began with a product test for the Zaxis excavators in February 2009. AOC was satisfied with the results and an order was placed for one ZX330-3, with another delivered three months later. The company now has three ZX330-3s and a successful partnership has been developed with Berenger.

“AOC has already had a good experience with Hitachi excavators,” explains Jamal. “Berenger has showed its confidence in the machines by providing an extended warranty package and a stock of spare parts for the site.

“The ZX330-3 has a solid engine and excellent hydraulics. So, there is not so much wear and tear despite the challenging working conditions.

“Hitachi is the answer to our needs with economic fuel consumption and a high return on investment compared to other brands. We calculate the cost per tonne and the Zaxis excavators have helped to reduce this figure in recent times. In fact, we are so satisfied with this level of performance that we have now ordered a fourth ZX330-3!”

AOC employs 151 staff, including the truck drivers and excavator operators, who work in two ten-hour shifts. In practice this means that the site is fully operational from 7am until 2am.

“The best and most loyal operators are prioritised for the Hitachi machinery,” explains Jamal, “and they also tend to look after the excavators better. The first ZX330-3 has already completed 4,900 hours in 14 months without any problems. This is impressive, especially considering this level of usage would normally be achieved within two years.

“Comfort is an important factor for the operators when they are working up to nine hours each day. Fortunately, Hitachi has created an excellent working environment in the cab and the hydraulics ensure that they are easy to use and fast to manoeuvre.”

The limestone in the quarry is blasted by a daily explosion held during the first shift’s lunch break. The raw material is then loaded onto AOC’s fleet of 17 trucks. Seven thousand tonnes of limestone are excavated per day (the equivalent of one million tonnes per annum). It is hoped that the annual output will increase to 1.8 million tonnes in 2010 with the investment that has been made in the Hitachi machinery. This will also see a projected 59 per cent increase in turnover.

The trucks unload the material into the separator, which removes the limestone from the soil. The limestone then moves on to the three primary crushers while the soil is used to refill the site. The heaps from the primary crushers are then processed through the three secondary crushers, after which the materials are further separated by two units into four different sizes of aggregates: from 0-3mm to 15-25mm.

Thirty per cent of the materials are delivered to companies over an average distance of 80km but the majority is collected by customers. Eighty per cent of AOC’s business is in the concrete sector and the remainder is dedicated to supplying aggregates to the expanding road construction market.

“AOC is proud of the standard of service it passes on to its customers,” continues Jamal, “and we feel that this gives us a competitive advantage. For example, we can vary the quantities of the different grades of aggregates produced to match demand and work into the night if necessary.”

The Moroccan construction industry is embracing the desire of King Mohammed VI. From contractors and sub-contractors, to quarries and concrete plants, everyone is united in the desire to improve the national motorway network. Ultimately, this will be good news for tourism and commerce, which in turn will lead to a successful future for the construction industry as the demand for new facilities continues to rise.
Hitachi is renowned for the quality and reliability of its wide range of construction machinery. Innovative solutions are designed to meet customer requirements and the challenges of every job site. From mining to demolition, and quarrying to earthmoving, owners and operators trust in the technology and support of their partnership with Hitachi.