



News and comments about the growing world of Teletruk direct to your email in-box.

Teletruk pushes 40% to Recycling Sector



capability. It's not simply another forklift!"

This advice precisely matches the experience of 'Magic' Maciej Rujner, Materials Handling Sales Manager, Interhandler, Poland. Maciej has landed several Teletruk sales because he positions it as a small Loadall, not an expensive forklift.

Teletruk gets you through the door!

Also, if you have other JCB products in your franchise portfolio remember that Teletruk is an effective foot-in-the-door to a recycling yard. Go in and offer Teletruk and you'll probably get an audience. The reason is simple – Teletruk is different. People are curious to know more about it.

Europe is exceptionally well placed to generate sales leads this Autumn with recycling exhibitions in Germany, France, Italy, and in the UK this very week at the National Exhibition Centre. Teletruks will be on show at every one of these fairs.

Dealer order data on the most recent 100 Ex-Works Teletruks with known customer names shows up an interesting fact to focus your sales attack.

We can identify that 40 have been ordered for the recycling sector.

Additionally, it is reasonable to assume that of the other orders without named end-users, some will also go into recycling. So the message is clear. At least 40% of Teletruks now go into the recycling sector. If you have not yet picked up on this it is time to do so. The facts should give you the confidence to go for this sector in your hunt for sales.

The recycling sector should be top of your list for future retail success.

JCB Waste Recycling and Demolition Export Sales Manager Rik Kiddle has this advice: "I've seen countless forklifts in my visits to recycling and waste management companies. Often these forklifts are under-utilised. Sometimes I've seen several ordinary forklifts

doing tasks that would be so easy for just one Teletruk."

Rik adds: "In waste and recycling it's not all about palletised loads. Versatility of the Teletruk with shovels, forks, rotators and a variety of industrial attachments makes the TLT an all purpose materials handler, not just a forklift. Sell it as a Loadall with industrial forklift manoeuvrability and



"Best machine for the job" yet again - ELV Teletruks

News Update to your last issue of TeletrukAction. UK dealer Gunn JCB's Industrial Sales Specialist Mark Roberts is pictured (above) at Gunn JCB with part of the latest fleet order for 22 Teletruks placed by Sims Metal Management, the world's largest metals recycler.

The photo of Mark and ten machines was taken just before the new fleet was delivered. They are now at work around the UK lifting scrap cars at Sims' network of de-pollution centres which are purpose-designed to deal with ELV - End of Life Vehicles.

Sims Metal Management, which processes some 400,000 scrap cars a year in the UK, decided that the JCB Teletruk was the best machine for the job when they took delivery of their first fleet back in 2005, and the new order confirms their confidence.

The Sims spec has been upgraded in this replacement order to reflect the growing demand for improvements in site safety. Sims are totally committed to site safety.

A few days ago we spoke to one Sims forklift operator with five years' experience of operating Teletruks. He confirmed to us that he finds both on-board cameras very useful indeed, in particular the one mounted on the boom-end cover.

This is a help when judging distances to the right hand side when carrying a scrap car in a narrow roadway. The roadways vary all the time due to continuous deliveries and other work in progress.

ELV High-Spec TLT 35D



The additions to twin-front wheel, 1800mm long forks, rotator and full work lights include –

- One camera facing to the rear
- One camera attached to the boom end cover, pointing forwards to show the area to the right of the boom.
- Rear counterweight painted in Red and White chevrons for high visibility

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- Metal boom-end cover
- Reversing strobe lights
- High-intensity 107 dB 'white noise' reverse alarm. This is normally used on heavy plant and is the loudest on the market
- Panoramic mirror
- Single carriage pin.



Niche Target Markets – Spilled Loads

The value of developing Teletruk within your business lies in the wide variety of market sectors you can target. Right now Recycling is Number One and this looks set to continue into the foreseeable future. But this shouldn't mean you ignore all others. Right now the Builders' Merchant sector is depressed. This won't be the case for ever, so don't write it off. (see story page 5)

There are always new niche markets to look at. Recently we've heard of two applications where Teletruk in the UK and Northern France are ready on stand-by so they can be rushed into action to recover loads spilled onto the highway when curtainsiders tip sideways. When this happens, speed is essential.

Typically in the UK this occurs at a roundabout with an adverse camber. Or in high winds on exposed sections of motorways. Your USP (Unique Sales Proposition) is Teletruk's full carriage rotation to retrieve palletised loads that have fallen.

The fork tilt on ordinary forklifts is about 16 degrees. This is sufficient only for engaging with pallets in controlled warehouse situations. By contrast, the fork carriage tilt on a Teletruk is 111 degrees. This is ideal for recovering pallets that have fallen in awkward positions, and ideal for fitting a shovel .



This photograph was taken at our recent Teletruk VIP Day (see full video on jcbfilms@YouTube.com). You can see forwards reach and carriage rotation working together. So very simple. Yet no other industrial counterbalanced forklift can do this. So go through your Yellow Pages and check out the local highway transport recovery specialists. Could the Special Services Response Team at a city Fire Service give you a hand finding the best contact ?



Changezee helps sell 200 TLTs

Attachments help sell Teletruk. They are a reason to offer your customer something your competition cannot. And we need only five more orders on the factory to reach 200 Teletruk with the Changezee Quick Disconnect.

If you have not yet taken the Changezee concept seriously, now is the time. More than 100 have been taken by JCB France, where Changezee Teletruk are the preferred spec for builder merchants. The Changezee QD concept was developed in response to an original idea from JCB France.



There are a number of Build Codes, depending on machine model. The most demand is for Changezee with GP shovel and forks.

The value to the customer lies in versatility. The value to you lies in offering a machine with no direct competitor.

The Changezee system uses a safety interlock which requires the operator to use both hands. This makes accidental disconnect impossible. The way to sell a Teletruk with Changezee is to cost-out and knock-out other machines on site such as a skid steer and one or two conventional forklifts.

DVD video available.



Efficient use of space, a perfect example. This Builder's Merchant delivery lorry is parked so it does not obstruct access to the warehouse (left) or the timber racking (right). The TLT 35D 4 x 4 is placing a 1.6 tonne pallet of cement bags to the far side.

Builders' Merchants with old FLT's and over-extended rental contracts "must invest soon"

The Builder Merchant sector has been particularly badly hit in the recession, due to the down-turn in the construction and building industries. But don't write it off.

This sector is particularly important to us in the UK and France. Colin Lawrence, our Industrial Sales Manager UK and Ireland says: "Many Builder merchants have had a freeze on all capital expenditure for as much as

18 months. But maintenance costs of ageing equipment are forcing Merchants to think twice about further postponement".

"Secondly any long term forklift rental contracts that have been extended past

their expiry date in the hope of an upturn in business can only go on for so long before truck up-time and reliability becomes a major issue for both the user and the supplier.

Therefore, there might be no better time than now to tempt your local Builder Merchant into investing in a Teletruk. Like it or not they

are going to have to start investing in new forklifts sooner rather than later."

The benefits of Teletruk in this sector are now well understood. Ashley Evans, MD of storage, handling and display consultants CSD Associates gives the following advice in this month's issue of Professional Builders Merchant. It ties in well with the Teletruk's key benefit of single-side loading and our sales pitch of clearly defined loading areas :-

Yard Traffic Flow

- Define stacking areas and mark out roadways
- Try and keep Goods In and Order Picking separate from consumer selection and loading
- Try to build in 'Lay Bys' or designated Park and Load areas, ideally next to main collection stocks.

Who buys what

Here's a broad spread of 10 recent successes, all non-recycling. With effort it is always possible to find customers even in this recession.

Customer activity	TLT order	Country
Civil engineering	25D	Latvia
Mushroom farm	30D	Portugal
Swimming pool manufacturer	30G	France
Stone & timber supplier	35D	Germany
Builder merchant	35D	Spain
DHL Logistics	35D	Austria
Paper products manufacture	30D 4x4	Bulgaria
Dealer own use	30D 4x4	Italy
Flood barrier defences	35D 4x4	UK
Brick manufacture	3x 30D 4x4	UK

DIARY DATES

September

Garden and Leisure UK. 20-22 nd

October

JCB Arena Waste Days. UK. 14-15 th

Entsorga, Germany. 27-30 th

Ecomondo, Italy. 28-31 st

You Tube video wins Teletruk order

Brian Kumm of UK dealers Watling JCB has just sold one of his in-stock secondhand Teletruks this week without a demo. Instead, he invited the customer to view our Teletruk video on the You Tube internet site over the weekend.

It worked. The customer confirmed on the Monday that he would buy the machine. As the customer was located some 250 Km round trip Brian saved Watlings the high cost of a demo.

We now have two Teletruk videos on You Tube. Ask your customers to visit the Internet site to have a look , just like Brian did. One video is a recent demonstration at the JCB Arena. The other features an interview with our stevedore customer who

unloads cruise liners at Southampton with Teletruks.

Think again if you believe promotional activity has to stop because you have little or no budget available. Sending out pdf flyers by email is free. And another example is the internet site You Tube.

So for no cost whatsoever you have a 'hook' to call your contacts and invite them.

The main link you need is:

www.youtube.com/jcbfilms

This takes you to the main JCB Films site. There you will see the JCB Brand Film. All other available films are indicated by Thumbnails which you click on to activate.



A stills image as seen in our You Tube video

Unique Teletruk applications demo at VIP Day

A recent Teletruk VIP Day at JCB Worldwide Headquarters featured a Teletruk Demo at the JCB Arena. It has been widely acknowledged as the best ever Teletruk demo at the Arena.

Now you too can make use of this demo, available as a 10 minute DVD. Just ask for copies from Joe.Eddleston@jcb.com

Or go to www.youtube.com/jcbfilms and find JCB Teletruk VIP.



This Teletruk is working on US ARMY HETs (Heavy Equipment Transporters). All the HETs were originally supplied from Oshkosh as "soft skin" (not armoured). Due to operations in Iraq, it was decided that the HETs should be armoured.

An applique armour kit was developed and what you see in the photos is the armour kit being added with the help of JCB Teletruks. These two interesting photos came via Sellick Equipment's sales manager Dell White.



Teletruks in Military supply chain assist war zone operations

Your own country's military supply chains and associated maintenance departments are worthy of some investigation for possible sales. We know that Teletruks have been working for the Military supply chain in Iraq, even though details and photos are hard to come by.

We rarely get to hear precise news of Teletruks working for the Military. But from what little is known, we believe about 50 have gone into Iraq and Afghanistan from a number of dealer channels in Europe, North America and the Middle East itself.

Teletruks are most likely to be used in standard build for supply compounds and therefore you can offer the full range 2WD and 4x4 as appropriate. Based on our experience of requirements to date, there is no call for a 'Military Spec'. Teletruks are unlikely to be deployed as front line equipment and therefore it is unlikely that you will be asked for special paint finishes.

You may well be asked if Teletruks are approved as air transportable. This is a specific test procedure which mimics the pressures and temperature variations experienced during flight, and is completed with a set of standard instruction procedures for Loadmasters. It will help you to know that in late 2006 a TLT30D 4x4 was approved for airlift in US Military Prime Mission cargo aircraft such as a C130. Our Product Manager Darren Brookes can assist further on this specific point.

