



## News & Updates on the JCB Teletruk

Welcome to the third 2015 edition of Teletruk Action. The second quarter of the year has been a busy period and has seen the Teletruk team hosting and supporting numerous events across the globe.

“Industrial” is a broad market, however, to ensure the continued growth of JCB machines into this sector, JCB Industrial is focusing on a Strategic Industrial Sector approach, with three key segments; Waste & Recycling, Material Distribution and Raw Material & Manufacturing. A number of Waste and Recycling associations are key to growth in these sectors. Through the association events, we talk directly to both customers and users of the machines, this way we hear it first hand what our customer requirements are.

Please read below to find out more about the events and activities we’ve been involved in over the last few months.



**Nicola Bagworth, General Manager, JCB Industrial**

## Team Changes

*‘We wish them all good luck in their new roles.’*

**Rick Kavanagh**, JCB Teletruk expert, has been with the JCB Industrial team for a number of years and what he doesn’t know about the machines probably isn’t worth knowing. We’re delighted to announce his recent promotion to Export Business Development Manager with immediate effect. He will be covering France, Italy, Spain, Portugal, Southern Europe, Africa, North and South America, Latam, Caribbean and Turkey territories; taking over from Iain Welsh who has joined the Backhoe Loader team.



**Tom Hodgkinson** started at JCB Industrial on a temporary contract in 2010 where he was based on the assembly line building and fitting valve blocks, assembling cooling packs and building cabs. He was swiftly offered a permanent position in 2011 thanks to his passion, skill and enthusiasm for the job. After moving around the various assembly processes Tom has developed an excellent knowledge of the Teletruk and now, after 4 years on the line, he is bringing his in-depth knowledge in to the offices as Teletruk Product Specialist.



**Carly Hyde** joined JCB Industrial in March 2015 as Industrial Business Development Manager after working in the JCB Sales Supply department and Group Logistics. In her latter role she helped to support JCB’s logistic strategy and partnership with DHL, including the launch of the JCB World Logistics Centre. In January 2014, Carly started an MSc in International Supply Chain, which sparked her interest in Business Development and the dealer distribution network.





You Tube has, for many years, provided the perfect platform to showcase the unique abilities of the JCB Teletruk. Our videos have attracted over 240,000 unique views on 'JCB Film' uploads alone. In addition there are many other customer, dealer & regional videos on YouTube which all play their part to create awareness of the Teletruk and to highlight how the machine is different to a standard industrial fork lift truck.

Since the last issue of Teletruk Action we have uploaded 6 new customer testimonial films to the channel. Please take time to look at these and share the links as widely as possible. These videos really serve to highlight the benefits of the JCB Teletruk in a wide range of applications and are perfect for use within your own customer pitches and presentations.



### Staffordshire Fire and Rescue



### TCS Country Stores



### Zwicky Processing



### Spectra Energy



### LB Water



### Johns Building Supplies





# Join up, join in, reap the rewards

For the last two years we have been advocating joining relevant trade associations, federations and bodies. These organisations not only provide up-to-date sector information, but the networking opportunities can be vital for business.

## Builders Merchant Federation



Our experience with the Builders Merchant Federation (BMF) in the UK is positive proof that membership can lead to incremental sales, greater sector awareness and opportunities for speaking, presenting, demonstrating and even offering unique machine builds. This year alone we've taken advantage of the following opportunities to network with member companies:

- Hosted the BMF Board meeting at Rocester
- Launched the Merchant Master machine range to the BMF at Rocester
- Attended our first supplier forum at the BMF HQ in Coventry
- Hosted the BMF conference speakers at JCB's London office
- Attended regional meetings in Anglia, Tiverton, Swansea, Nottingham, Glasgow, Durham, Doncaster, Warrington, London
- Sponsored and attended the 2 day All Industry Conference in Malta

Upcoming events include:

- Sponsorship of the Members Day on 16th September. This offers us the opportunity to display a machine at the Carden Park Hotel
- Round 2 of 9 regional meetings taking place in Q3 & Q4
- Hosting the BMF Board Meeting in December in the London office

We have also advertised in the BMF member magazine, One Voice, and received extensive editorial coverage, whilst the JCB Teletruk Merchant Master range has been entered in to a Supplier Award via Builders Merchant News magazine.



BMF LAUNCHES CUSTOMER SERVICE CHARTER

### Setting the standard



The Builders Merchants Federation has introduced a new Charter that commits its members to provide the highest standards of customer service throughout the building materials supply chain. A separate version for Supplier members has also been developed, which gives corresponding pledges to their merchant member customers.

John Newcomb, BMF MD, said: "We want the building trade to make BMF merchants their first port of call because they know they will get the best service there. By signing up to the Charter, BMF members are signalling their intent to constantly seek to improve their operation, to work with their suppliers to improve the effectiveness of the building materials supply chain, and to give customers real value for money. The Charter not only demonstrates the professionalism of BMF members, it also highlights the wide-ranging support they offer to their customers."

Merchants signing up to the Charter promise to:

- Deal with customers promptly and fairly;
- Ensure that any complaints are handled equitably;
- Hold comprehensive and quality stock;
- Promote sustainable products and materials wherever appropriate;
- Offer product advice from experienced teams;
- Provide prompt deliveries;
- Provide structured credit facilities;
- Commit to best standards of health and safety;
- Minimise any adverse effects which their operations might have on surroundings and neighbours;
- Minimise and recycle waste and manage waste disposal in a responsible manner.

The organisation has also given its official stamp of approval for the JCB Merchant Master Teletruk. The new range has been specifically designed for the merchant sector, with four models available each incorporating its own list of standard and optional equipment. In a first for JCB and the BMF, the BMF logo is proudly displayed on all Merchant Master models.

## Fork Lift Truck Association

JCB Industrial has been a member of the FTA since 1997. This membership allows us to keep abreast of the latest developments in the materials handling industry, including health and safety issues, workplace best practice and legislative changes. Our membership has had another key advantage in creating awareness of the JCB Teletruk as a complementary machine to a fleet of standard industrial fork trucks. Many FLT dealers can now be found specifying JCB Teletruks alongside competitive brands for customers that have jobs a standard forklift simply can't do.

## Freight Truck Association

Whilst we're not members of the Freight Truck Association currently we were approached by the organisation with a view to holding an event at JCB HQ. Happy to oblige, this event was duly held on 24th June in the hope this is the start of building a closer relationship with this key association going forwards.



## British Ports Association

JCB Industrial enjoyed early success in this sector after the launch of the Teletruk and we are now making it a priority again in our business development plans. We have joined the British Ports Association as an Associate Member giving us access to all the main developments in port-related policy in addition to opportunities to present the Teletruk at the association's quarterly industry working groups. These are attended by key contacts within the industry including staff from ports, terminal operators and port facilities.



Highlighting the importance of the ports sector we are also sponsoring the 2015 Green Port Congress taking place in Copenhagen in October. The congress attracts decision makers from port authorities, terminal operators, shipping lines and logistics operators who meet to learn about and discuss the latest in sustainable development and environmental practice. It also highlights innovations in equipment and technology.

## Ghana Ports and Harbours Authority (GPHA) takes 20 further machines



Somewhat surprisingly, our major success story in the Ports sector has come from a small West African country. The story of how Tema Harbour, Ghana came to embrace the JCB Teletruk is an interesting one and starts as far back as 1999. The Operations Director of GPHA saw the machine at the CeMAT materials handling exhibition and knew its unique abilities would lend themselves perfectly to port applications. By 2012 JCB, our dealer in Africa, Pattersons Simons and the customer had worked together to meet the specifications for the port and deliver the first machine. The Teletruk proved itself to be the perfect option for container unstuffing as well as handling loose and bulk materials and, according to the GPHA, who today operate over 60 machines in Tema and Takoradi harbours, ‘it makes a direct impact on saving life and limb with its fantastic clear forward vision’.

Today this is arguably the biggest single operation in the world and now a further order for 20 x JCB



Teletruk 35D has been delivered. Stephen Owiah, Port Mechanical Engineer, concludes that it would be difficult for GPHA to depart from the use of the machines now or in the future ‘the machines have low maintenance and low maintenance costs. The productivity of the Teletruk is unmatched by any other forklift in that capacity.’

## Nigerian ports services business also specifies the JCB Teletruk

Africa is fast becoming the 2nd largest region for JCB Teletruks thanks to enterprising customers and a forward-thinking dealer.

Sifax is a 100% Nigerian owned port services company operating out of Apapa Harbour, Lagos. John Jenkins, MD of the business, had previously experienced the JCB Teletruk at GPHA and recognised how well suited they would be to Sifax. JCB’s African dealer, Paterson Simons, at that time didn’t represent JCB in Nigeria, but worked hard to agree a special arrangement with JCB to supply some machines and has subsequently secured the full agency for JCB Teletruks.

Sifax now has four machines working daily unloading and loading flat-bed trailers from one side, saving time and space. The Teletruk’s versatility, compared with forklifts, continues to ensure their popularity both in warehouses and quay-side.



# JCB Teletruks working round the world



## Portugal

Valorsul is a customer of JCB 's Portuguese dealer, Motivo. The company operates a large treatment and recovery centre in Lisbon and sorts some 900 tons of municipal waste produced per year across 19 municipalities. This represents over a fifth of all household waste produced in Portugal from less than 4% of the total country. As an environmentally responsible business Valorsul runs a modern, integrated management system to sort and recover the maximum value from urban waste.

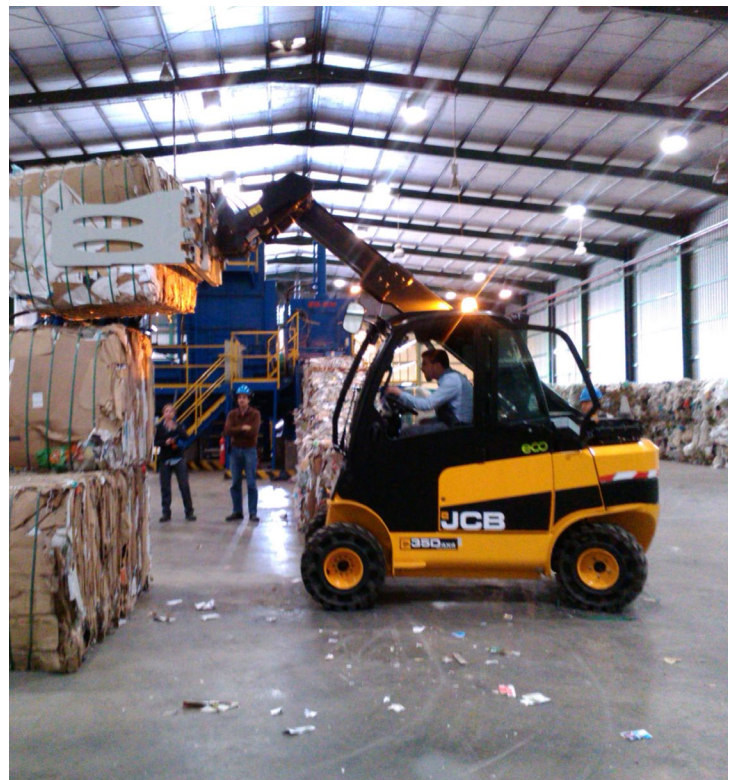
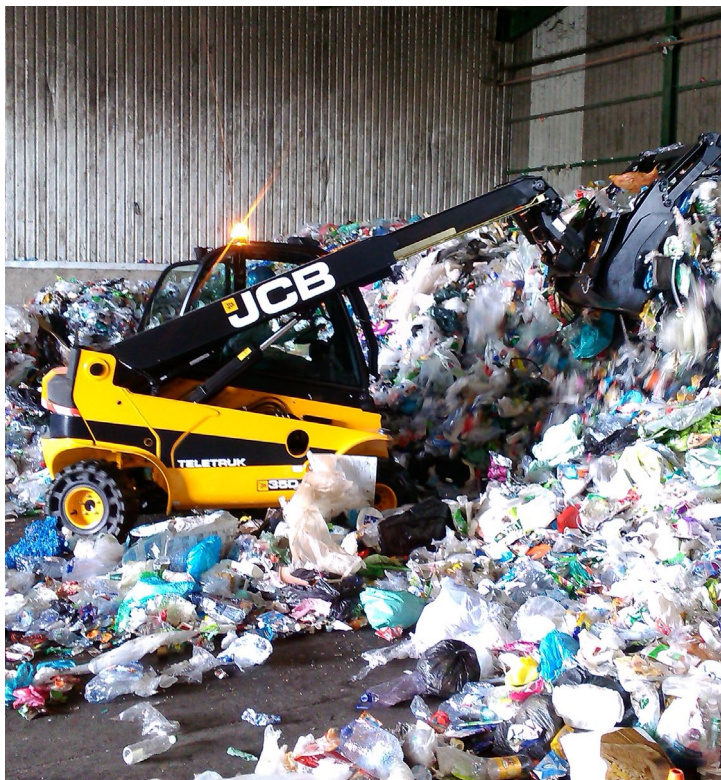
This April the company took delivery of their first Teletruk 35D 4x4. This is a great coup for JCB Industrial as the company has long been a target; attending waste

days at JCB as far back as 2004. The new machine is now working at one of 4 waste management centres and replaced a combination of a counterbalanced forklift and a skid steer loader; offering the ability to do the job of both machines.

The customer thoroughly evaluated the machine to ensure that the performance advantages would justify the investment and so far, the Teletruk is more than living up to expectations.

According to the customer 'it is a fast, multi-purpose machine that works with forks, grapple and a bale clamp'.

The machine joins a fleet of JCB machinery working within Valorsul including JCB Loadalls, skid steers and a tracked excavator. There is, for sure, more scope to supply further units for the company's other waste management sites.





**Isles of Scilly**

Off the Cornish coast in the south western tip of the UK is the picturesque archipelago of the Scilly Isles. In-bound goods arrive by boat on the tiny islands via a network of small quays and jetties each of which has constrained space in which to unload and stack pallets, crates and boxes. An early JCB Teletruk has been providing the materials handling capability on St Martin's island for a number of years and the machine is still going strong.



The manoeuvrability, versatility and forwards reach capability are the key benefits cited by the operator as to why the machine was selected.



**Border Hardwoods, UK**

A huge jump in sales so far this year in a Shropshire based timber supplier has led to a deal for two new JCB Teletruks. The company handles around 5000 cubic feet of oak that arrives into its yard each week for distribution nationally.

With more and more deliveries the company has now opted to open up the available space at their premises by parking their delivery wagons to one side where they can be single-side loaded by the two Teletruks.

The rough terrain is easily overcome by the specification of 4x4, whilst the ability to interchange attachments means the company can use the machines for any number of tasks.







## Staffordshire Fire & Rescue

A JCB Teletruk has been bought by a local Fire & Rescue service for its learning and development training facility. The centre aims to create realistic road traffic collision scenarios for trainee firefighters and uses live props such as cars, trucks, timber and other heavy objects. The four wheel drive capability enables the machine to get over pavement curbs to position vehicles on a

steep gradient of grass – which makes the training more realistic, whilst the boom means that vehicles can be positioned further away.

The machine is also used to single side load a curtain sider truck for storing goods. This has freed up yard space. Thanks to the versatility of the unit it is also now used by the stores, technicians and handy men for a variety of on-site jobs. Everyone wants a piece of the JCB TLT.

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# Events keep the team busy

Our team is always busy organising, attending and hosting events to ensure the JCB Teletruk is ever-present and visible. This quarter has been exceptionally busy with not only association events.

## VIP Day

Our annual series of VIP days are still proving to be exceptionally popular with our global dealer network who bring customers and prospects to Rocester for presentations, demonstrations, hospitality and a tour of the Story of JCB. The format is proven to work and our last day on 1st July was our biggest yet.



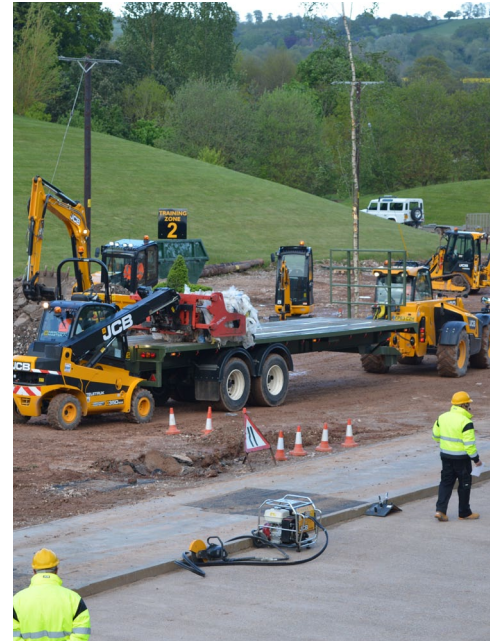
## Holt JCB help with training course



We are hugely grateful to Holt JCB for their help in training a new dedicated Teletruk salesman from Polish dealer, Interhandler. Damian Kulczynsk, supported by Leszek Zuchowski, Materials Handling Manager, both spent time with Andy Crawford learning the best approach for successful sales of the JCB Teletruk. The training included classroom-based learning understanding the unique features and benefits, as well as customer visits and a practical approach to selling, quote building and understanding the variety of market sectors. We now look forward to future success in Poland.

# Municipals Day

A sector specific event at JCB was held at the JCB Arena for decision makers from councils, local authorities and businesses involved in the sector. A huge range of JCB machines were demonstrated in a well-coordinated event to showcase the suitability to the sector. The JCB Teletruk took centre stage demonstrating its unique capabilities.



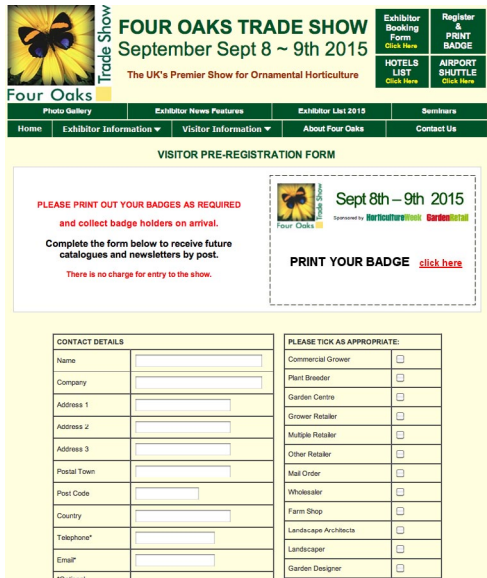
# TCH at the races

Darren Brookes helped support UK dealer, TC Harrison JCB entertaining customers at Sesgefield races. Darren and TC Harrison were delighted to discuss the latest machinery developments with a number of customers and prospects during the day.



# Upcoming Events

Click on the images below to view the website.



**FOUR OAKS TRADE SHOW**  
September Sept 8 ~ 9th 2015  
The UK's Premier Show for Ornamental Horticulture

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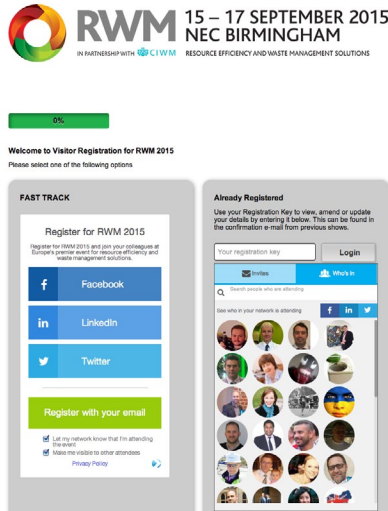
**VISITOR PRE-REGISTRATION FORM**

PLEASE PRINT OUT YOUR BADGES AS REQUIRED and collect badge holders on arrival. Complete the form below to receive future catalogues and newsletters by post. There is no charge for entry to the show.

PRINT YOUR BADGE [click here](#)

CONTACT DETAILS		PLEASE TICK AS APPROPRIATE:	
Name	<input type="text"/>	Commercial Grower	<input type="checkbox"/>
Company	<input type="text"/>	Plant Breeder	<input type="checkbox"/>
Address 1	<input type="text"/>	Garden Centre	<input type="checkbox"/>
Address 2	<input type="text"/>	Grower/Retailer	<input type="checkbox"/>
Address 3	<input type="text"/>	Multiple Retailer	<input type="checkbox"/>
Postal Town	<input type="text"/>	Other Retailer	<input type="checkbox"/>
Post Code	<input type="text"/>	Mail Order	<input type="checkbox"/>
Country	<input type="text"/>	Wholesaler	<input type="checkbox"/>
Telephone*	<input type="text"/>	Farm Shop	<input type="checkbox"/>
Email*	<input type="text"/>	Landscape Architects	<input type="checkbox"/>
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**Four Oaks Trade Show, UK**  
8th - 9th September



**RWM** 15 - 17 SEPTEMBER 2015  
NEC BIRMINGHAM  
IN PARTNERSHIP WITH C I W M RESOURCE EFFICIENCY AND WASTE MANAGEMENT SOLUTIONS

Welcome to Visitor Registration for RWM 2015

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**RWM, UK**  
8th - 9th September



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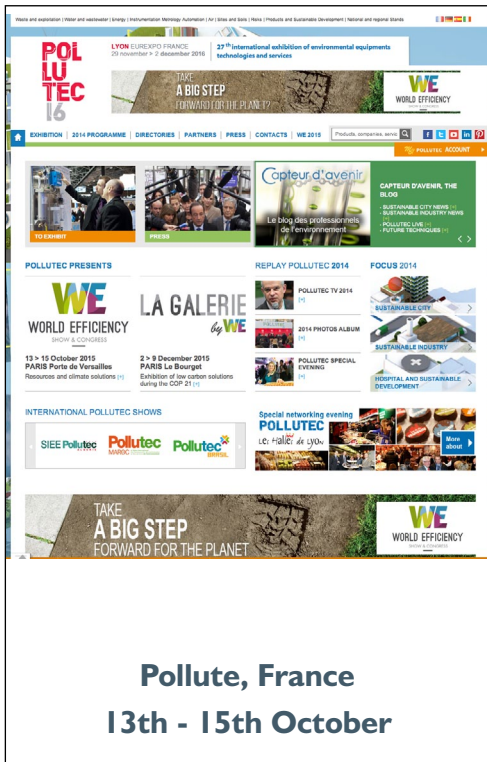
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Head of Unit, DG Mobility and Transport  
Dimitris Theoharis has been confirmed as a keynote speaker at the following:

In its 10th year, the GreenPort Congress, which will be held on the 7-9 October 2015 will provide decision makers from the port community - port authorities, terminal operators, shipping lines, logistics operators - with a meeting place to both learn about and discuss the latest in sustainable development and environmental practice to enable them to effectively

**Green Port Congress, Denmark**  
6 - 9th October



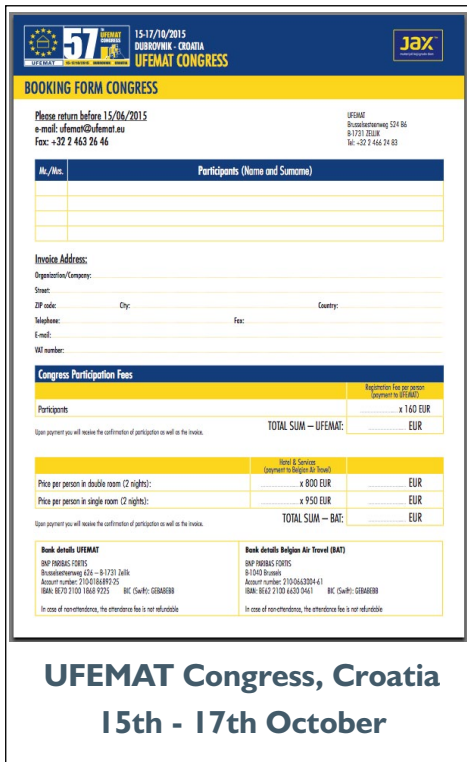
**POLLUTE**  
16  
TAKE A BIG STEP FORWARD FOR THE PLANET

13 - 15 October 2015  
PARIS Porte de Versailles  
Resources and climate solutions

2 - 9 December 2015  
PARIS La Bourgnon  
Exhibition of low carbon solutions during the COP 21

WORLD EFFICIENCY  
LA GALERIE  
POLLUTEC TV 2014  
2014 PHOTOS ALBUM  
POLLUTEC SPECIAL EVENING  
SPECIAL NETWORKING EVENING POLLUTEC

**Pollute, France**  
13th - 15th October



**57th** 15/17/16/2015  
SUSTAINABLE - CROATIA  
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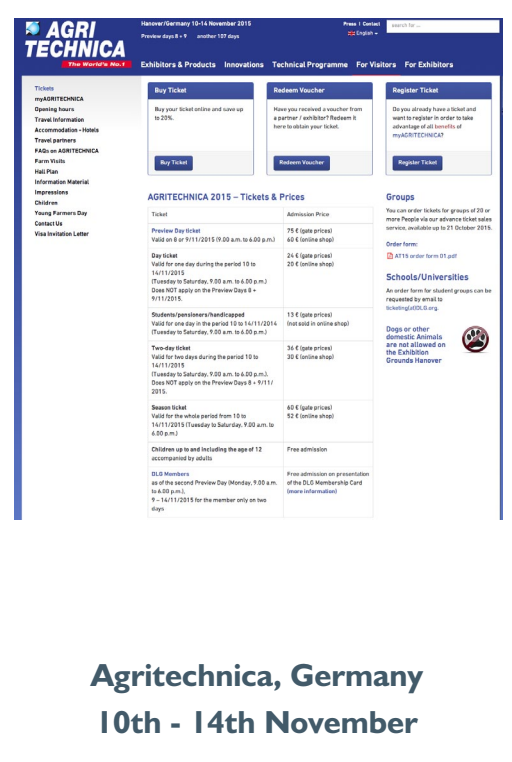
Congress Participation Fees	
Participants	Registration fee per person (supper is included)
	x 160 EUR
TOTAL SUM - UFEMAT: EUR	

Price per person in double room (2 nights): x 800 EUR EUR  
Price per person in single room (2 nights): x 950 EUR EUR  
TOTAL SUM - BAT: EUR

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**UFEMAT Congress, Croatia**  
15th - 17th October



**AGRITECHNICA**  
10-14 November 2015  
Previews days 8 - 9 10-11 12 days

Buy Ticket  
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AGRITECHNICA 2015 - Tickets & Prices

Ticket	Admission Price
Preview Day Ticket Valid on 8 - 9/11/2015 (9:00 a.m. to 6:00 p.m.)	75 € (gate price) 60 € (online price)
Day Ticket Valid for one day during the period 10 to 14/11/2015 (Tuesday to Saturday, 9:00 a.m. to 6:00 p.m.) Does NOT apply on the Preview Days 8 - 9/11/2015.	24 € (gate price) 20 € (online price)
Two-day Ticket Valid for two days during the period 10 to 14/11/2015 (Tuesday to Saturday, 9:00 a.m. to 6:00 p.m.) Does NOT apply on the Preview Days 8 - 9/11/2015.	34 € (gate price) 30 € (online price)
Season Ticket Valid for the whole period from 10 to 14/11/2015 (Tuesday to Saturday, 9:00 a.m. to 6:00 p.m.)	60 € (gate price) 52 € (online price)
Children up to and including the age of 12 accompanied by adults	Free admission
DLG Members as of the second Preview Day (Monday, 9/11/2015, 8:00 a.m.)	Free admission on presentation of the DLG Membership Card (upon verification)

**Agritechnica, Germany**  
10th - 14th November

# New graphics for Masterlift Trucks

We're always pleased to work with our dealers to maximise visibility of the JCB Teletruk, so when Masterlift of Ireland asked us to help with the signwriting on their new trucks, we were delighted to come up with some designs on their behalf.



# Silver machines for Arnold Plant

Top UK Teletruk customer, Arnold Plant, has taken delivery of a special edition silver Teletruk to celebrate the 25th year 'silver' anniversary of the business. The machines took pride of place at the company's recent 25th year golf day prior to being featured at a waste expo at Salford Rugby Club in June. The machine will also be featured at the forthcoming RWM show in September prior to being added to the general hire fleet.



# Graphics at German Ports Show

Large scale JCB Teletruk graphics took pride of place at a Transport & Logistics show in Munich 5th-8th May. Interested in similar? Please email [emma.addy@jcb.com](mailto:emma.addy@jcb.com)



# Spanish mailer aims to engage more customers

The Spanish mailer has been circulated to a wide range of prospects in varied market sectors outlining the benefits of the Teletruk. If you'd like to do similar please contact [emma.addy@jcb.com](mailto:emma.addy@jcb.com).

Descubra la Teletruk en acción en [www.youtube.com/jcbfilms](http://www.youtube.com/jcbfilms)

DESCUBRA LA CARRETILLA **TELETRUK**  
LA ÚNICA CARRETILLA CONTRAPESADA CON BRAZO TELESCÓPICO

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## Product Update – Seat delay timer

JCB Industrial can now offer the option of a seat delay timer on Tier 4 models on all new orders.

If the operator leaves the seat the engine will shut down after a selected period of time. The factory setting is 1 minute, but this is changeable through Service Master and can be adjusted from 5 seconds to 4 minutes.

**Sales Code: 250L425**

[Click here to view a compilation video of USA customer testimonials.](#)

**JCB**

**JCB TELETRUK**  
**CUSTOMER FEEDBACK USA.**

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