

Quarter 1 2011

In the pipeline



Reaching new heights

The **fastest** emergency hose replacement service there is

Looking Back, Forging Ahead

As 2010 draws to a close and 2011 begins, it is the ideal time to look back at the past 12 months and to lay foundations for those to come.

The history books will show that 2010 was the year in which a number of new terms entered common parlance: iPad, Apple's highly addictive tablet computer; apps, the programs used to drive a variety of functions on computers and smart phones; Wikileaks, a whistle-blowing website or a threat to national security, depending upon your viewpoint; and ConDemNation, the less-than-complimentary term for the country under a Conservative/Liberal Democrat coalition Government. 2010 will also be remembered as the year in which the term austerity was redefined from its original definition of sternness to mean Government-enforced thrift.

But, with the dawning of a new year, we can all look ahead with a greater degree of positivity. Economists suggest that the UK is now officially out of recession; and while developments in Ireland - where Pirtek has a strong presence - and elsewhere in the Eurozone are a continuing cause for concern, the future certainly looks considerably brighter today than it did this time last year.

Here at Pirtek, we have added new Centres; increased our product and service offering; introduced a new iPhone and iPad app to improve our service still further; and we have seen our name on the TV and on the British Touring Car Championship winner's podium more than ever before. And with the London Olympic year just a year away, we can all expect to see a gradual (and long overdue) return of the feel-good factor.

So, as we digest the last of the leftover turkey, put away the Port for another year, and settle back to watch the long-haul holiday and Easter egg TV advertisements begin, let us all look forward to a year that promises greater political stability, renewed economic vigour, increased consumer confidence...and Pirtek Racing's Andrew Jordan making the winner's podium his own.

Happy New Year

Best regards

Kelvin Roberts, Chairman, Pirtek Europe

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Right Place, Right Phone, Right Time

Faced with a tight project deadline on the demolition of a former high school building in South London, contractor Tilley & Barrett had drafted in a pair of high reach excavators that were slowly and methodically munching their way through the seven-storey block. But just an hour after work began, one of the excavators blew a hydraulic hose, bringing the machine and a portion of the contract to a standstill.

Since the machine was on hire, Tilley & Barrett's managing director and industry veteran Paul Brown immediately called the rental company, only to be told that it could be several hours before an engineer could be on site. Enter stage right In the Pipeline's Mark Anthony - who was on site to shoot a demolition video - armed with his trusty iPhone complete with the newly-installed Pirtek app. "As soon as

the hose blew, I dug the phone out of my pocket and showed the Tilley & Barrett guys just how the app worked. And they were really impressed," Anthony says. "In fact, we used it to place a call to Pirtek Greenwich for an emergency call out." With the video shoot halted while the machine was out of action, Anthony, Brown and National Federation of Demolition Contractors' chief executive Howard Button walked round the corner for a well-earned cup of tea and a bacon sandwich. "By the time we got back, the hose had been replaced and the Pirtek MSST was packing up, ready to leave the site," Anthony says. "Pirtek arrived on site about 25 minutes after we made the call and within 15 minutes, they had the machine fixed," concludes Paul Brown. "So a big thanks to them and to the iPhone app for getting us up and running again so quickly."



Above The iPhone app that saved the day

Right the ultra high demolition excavator, temporarily grounded until Pirtek Greenwich arrived



An exclusive video to accompany this story can be found at: <http://tinyurl.com/286tx4q>

School is in Session

Regular readers of *In the Pipeline* will be aware that all Pirtek employees – from directors, managers and admin staff to mobile sales and service technicians and trade counter personnel – are required to attend the company's National Training Centre on a regular basis to help develop, maintain and hone their skills in a variety of work and health and safety-related areas.

What you may not know, however, is that the purpose-built facility in Birmingham is also equipped to provide a variety of external training services for its customers ranging from the more obvious hydraulic safety awareness and working safely with hydraulic hoses through to SPA Quarry Passport training.

"In recent months, we have run training courses for some of the biggest and best-known names in British industry," says Pirtek's national training, health and safety manager, Martyn Smart. "These include British Sugar, the Environment Agency, Corus, BP and Castrol."

Smart is keen to point out that these highly specialised training courses can also be run at the customers' premises to include theory and practical sessions within a familiar workplace. "We realise that some companies are unable to spare their staff for training in Birmingham so we will gladly take our courses to them if necessary," Smart concludes. "The trainees often prefer this approach as it means they're working in a familiar environment and



Martyn in full flow at the training suite in Digbeth, Birmingham

with equipment and tooling they're used to."

A full 2011 Training Course planner is available on request from Martyn Smart: Martyn.Smart@pirtek.co.uk

Adding Value

Worcester-based WHC Hire Services is an experienced hire company specialising in the rental of large plant to contractors, civil engineers, groundwork contractors, builders and commercial clients throughout the West Midlands. Purchased in 1997 from the original owners, the company has developed from a small tool hire company to one of the region's leading independent plant hire companies.

As the company has expanded – to cover an area from Welshpool to Coventry and Bristol to Chesterfield – and its fleet has diversified, it became necessary to bring all hydraulic maintenance and repair work under one roof. But it was not without some soul searching, as hire manager David Creswell explains. "We obviously wanted the best hydraulic service



Above WHC hire manager David Creswell (l) with Worcester licencee Jason Woods



Left, David with one Pirtek 'made earlier' – one of the regular use stock items

available but we also wanted value for money. When we were contacted by Jason Woods at Pirtek Worcester, we had a pre-conceived idea that Pirtek would be too expensive. We were pleasantly surprised when he not only offered a superb service with excellent response times but he sat down and worked out a very attractive pricing policy for the company," he says. "Our company has a diverse fleet ranging from mini diggers to 16 tonne excavators, dump trucks and rollers to hammers and pumps. With important customers such as Severn Trent Water, it is imperative to ensure every bit of kit works, every time. Although we have extensive workshop facilities, it is reassuring to have Pirtek as a back up in the field. That service has now expanded to a national level with Pirtek Worcester acting as the national contact point for Pirtek's 90 national Centres. One call gets any problem sorted quickly."

Up the Junction



Anyone who has driven to Reading will know that gaining access to the town from the M4 is nothing short of a nightmare. However, a two-year, £62.6 million road improvement scheme at the A33 (Junction 11) is set to transform traffic flow. Main contractor Laing O'Rourke has been charged with work on this junction and the construction of two new junctions on the M4. With such a massive civil engineering contract on their doorstep, Pirtek Reading Licensee Darren Squire visited the site to investigate how he could help in the fulfilment of the contract. Meeting with site supervisor, Paul Elliot, Darren was told that Laing O'Rourke and its plant company Select

would only deal with approved companies, and that Pirtek would have to meet some very specific and strict criteria to become one of these companies. "Having no local contact and having to go through call centres is the bane of my life," says Paul Elliot. "I stressed to Pirtek the need for personal contact, good local knowledge, and the ability to respond any call out at any hour. I was pleasantly surprised when Pirtek not only agreed but then offered to provide a dedicated engineer for the duration of this important contract." Martin Mack (or Mac as he prefers to be known because there are a number of Martins at the Pirtek Reading Centre) became the dedicated MSST and has

Above left, Mac extending fuel hoses for a generator

Right, Not escapees from the Blues Bothers but Pirtek Reading's Martin Mack (l) and Paul Elliot from Laing O'Rourke

worked alongside Paul Elliot since the inception of the project. "Mac has worked on just about every bit of kit on the site, ranging from dumpers, compactors, excavators and generators. And he's fixed them all. I can contact Mac directly or through Pirtek Reading and describe the problem and he comes equipped with the right parts, and just puts it right without fuss." Motorists will be pleased to know that, thanks to Laing O'Rourke (with the support of Pirtek Reading) the new road scheme is well on target and that traffic flow has dramatically improved even before the completion of the scheme.



Going the Extra Mile

Customer instructions on how to reach a stranded vehicle on site can sometimes be a little vague, and, on occasions, more than a little misleading. But Pirtek prides itself on upholding its Anytime. Anywhere. ETA 1 Hour service promise, no matter how nebulous the directions. Such was the case recently when Pirtek Basildon was asked to replace a leaking hose on a Bell B30D articulated dumptruck being used on the Royal Society for the Protection of Birds' sanctuary at Bowers Marsh in Essex. When asked for a specific location for the broken down truck, the answer came: "You know the marshes behind the Pitsea landfill? Good. Well go past the cemetery, out past the farm and it's about a mile out on the marshes." Armed with this information MSST Jon Bell headed in the general direction and, after additional instructions from several site workers, eventually located the ADT nearly three miles out on the marshes. The truck was one of a fleet used by civil engineers to move 350,000m³ of soil for the new saltwater lagoons, footdrains and landscaped islands of the new 1,500 hectare Wat Tyler Park, part of the Thames Gateway regeneration. The hose was replaced, the ADT tested and pronounced fit for purpose once again, and put back to work, much to the amusement of Jon Bell. "I love the way that operators assume the service van has four-wheel drive and that we can actually get out onto the marshes fully loaded," he concludes. "But I can now see why the instructions were a little hazy; there is literally nothing for miles around. Good job I've got a good sense of direction and a much better sense of distance than the ADT driver."





Hidden Assets



Terraforma's commercial manager Dave Charles, with one of the company's vital top cutters (left)

London-based Terraforma Plant Limited has so much faith in personal referrals and retaining business from existing business partners, that it doesn't advertise its services or even have a company website.

"The company has 11 years of first rate experience in the utilities market and has grown to 50+ employees now. We are a tier 2 contractor, we do all the utility work for the major contractors but we are fairly unique in

that we deal with gas, water, sewerage and electricity projects. We run our own fleet of Case top cutters and mini diggers, HGV and grab wagons. As a result we have been involved with some high profile work such as the Olympics," explains commercial manager Dave Charles. "Because of our versatility, we were recently awarded the contract for the A3/Elephant & Castle utilities work. We provided new gas, water mains and an 8-way electric system, which saved 34 weeks of disruption for Southern Gas and Morrisons."

Charles says that he chooses to use Pirtek's on-site emergency hose replacement service partly because it's reliable but also because he believes the two companies have much in common. "We are very much the specialists in our field which is why we appreciate Pirtek," he says. "They are very much the recognised specialist in theirs." Charles reports that Pirtek Docklands has provided some unusual services to Terraforma, including the investigation and £15,000 repair of a top cutter that was damaged through third party contamination. "Our top cutters receive a lot of vibration when in operation, which puts a lot of strain on the hydraulics. They constantly need repairs which, in extreme circumstances, means the machine is non-operational and the project grinds to a halt. Pirtek will constantly check the cutters are fit for purpose and should they fail at any time, they are on site instantly," he concludes. "Pirtek Docklands has never let us down. They have provided an emergency hydraulic service, carried out refurbishment work and supplied specialist hoses, valves and even winches. We could use other hydraulic companies but Pirtek are like us. They keep their promises."

On the Up and Up



Foreman Barry Green with one of the Hi-Reach 'spider cranes'

Swindon based Hi-Reach Access provides boom lifts, scissor lifts, and a variety of trailer-mounted access platforms and rough terrain forklifts from its five national depots, while sister company Ecolift supplements this service with a range of rather unique mini (spider) cranes.

"We have a large and very diverse fleet that is constantly being upgraded. As well as the standard platforms, we provide a lot of machines for niche markets, such as the 3.5 tonne Cabstar platforms, which have proved very popular," explains foreman Barry Green. "But the Ecolift mini cranes have been real stars in the popularity stakes. Because they are lightweight, they can be raised onto the top of a building and used to lift glazing panels into position. We now offer five ranges of spider crane to fit just about any application." Green admits that keeping the 150-vehicle fleet in tip-top condition is no mean feat. "Customers do the strangest things to our machines, and we do get them back in a bit of a state sometimes. However with the support of Pirtek to back us up, there isn't much we can't get back on the road quickly," he says. "We are a longstanding Pirtek national account, and we know there will be an engineer on site within the hour, no matter where in the country the machine has encountered a problem. We've always been pleased with their service, as they have some really good engineers who really know their stuff."





Red Funnel Day

Anyone travelling to the Isle of Wight over the past 150 years will have come into contact with the Red Funnel line which operates the ferry services between Cowes and Southampton. The company operates three car ferries that carry 200 cars and 800 passengers on the 55 minute journey. To supplement these, the company has three Red Jet Hi-speed catamarans that complete the journey in just 25 minutes. Between them, the ships carry 3,000,000 passengers on 37,000 journeys, covering a staggering 724,000 kilometres every year on this relatively short-haul crossing. Responsibility for maintaining the seaworthiness of these vessels falls to Supervising Engineer Steve Gillett. "We usually run two vessels of each class on the regular service and bring the third vessel into action when it gets

busy. This allows time for maintenance on a rotating basis for each craft. We run a big engineering section at the company to ensure everything runs safely and smoothly. However even the best laid plans can't foresee a parts failure, which is where Pirtek Southampton provide such a vital part of our maintenance programme," Gillett says. "They have often attended an out of hours call out, and they always seem to have those odd parts that we don't have in our stores, including US Imperial and even odd, very fine French threaded fixtures." Gillett's sentiments are echoed by Maintenance Supervisor Steve Day. "For years we have used the Pirtek Southampton trade counter to help us track down parts. But recently, we have also started to use the on-site service which has proved equally



Southampton's Nick Edwards with Red Funnel's Steve Gillett

excellent," Steve Day concludes. "Thankfully we don't have to call them out very often but when we do they are not just quick but they have proved they have a very clear understanding of the marine sector and its needs."

Playing the Field

When the call went out to attend a 13 tonne drilling rig with a leaking hydraulic hose, Pirtek Watford MSST James Dove probably didn't expect to find the Van-Elle SM400 Soil Mec in the playground of Shepherd Primary School in Rickmansworth, Hertfordshire. The school had noticed that the playground was suffering subsidence and, after investigation, it was found that the chalk sub soil was being eroded by underground water. A specialist team from Van-Elle had been called in from Newcastle and were in the process of drilling 22 bores to a depth of 10 metres, into which they were pumping 40 tonnes of liquid cement to stabilize the sub-soil. But site foreman Chris Henderson noticed the main drill hose had sprung a leak. "We were on the penultimate day of the project with practically all the bores complete, and 13 tonnes of the cement already in place when the hose went. We had promised to be off site the following day so we had to act fast," Henderson concludes. "As a Pirtek national account we had access to all their Centres and tracked down Pirtek Watford as our nearest point of contact. They arrived very quickly and repaired the hose within the hour. Everyone, especially our client, was very impressed."



Skip to the Loo

A medal for services above the call of duty must go to James Dove MSST of Pirtek Watford, when he attended a failed 20 m³ Geesink Norba Ro-Ro hospital 731 compacter skip at Harefield Hospital recently. The skip had been badly overloaded, which in turn had forced rubbish to overflow and rot around the hydraulic plate and then into the control system, breaking the hydraulic pipe mounts and damaging the hydraulic pipes that operate the internal rams. When the Geesinknorba engineer arrived on site, he immediately contacted Pirtek Watford to say the machine would need replacement hoses and possibly some internal remedial work. In the meantime he asked the hospital maintenance staff to clear the waste material. A wheelie bin of some unspeakable material later and the hoses were revealed. To the amazement of the Geesinknorba engineer, Dove then undertook the removal and replacement of the damaged hoses and aided with the refitting of the mounts. "That is not a job I would have asked anyone to undertake" he said. "But it says a lot about the level of service expected of a Pirtek engineer." "This is the dark side of the business nobody warns you about," James Dove concludes. "I think the best course of action now would be to go and burn all my clothing."



Pirtek Takes Centre Stage



On 24 November 2010 the iconic Royal Shakespeare and Swan Theatres in Stratford-upon-Avon reopened after a three and a half year redevelopment as part of the Royal Shakespeare Company (RSC) £112.8 million transformation project that involved Pirtek Birmingham supported by Pirtek Redditch. The building now features a brand new 1,040 seat thrust stage auditorium, 36 metre high tower, new exhibition spaces, Rooftop Restaurant and Riverside Café with terrace, restored 1930s features and improved public areas including the new Weston Square.

"It was certainly one of the most unusual projects we have tackled. We have had two MSSTs working solidly at Stratford for two and a half months, that's over 500 hours. We started in August and completed at the end of October. Although we tendered for the work and won the contract on price, the RSC was also impressed with our insurance cover, comprehensive health and safety procedures, and in-house training programmes that meant that every engineer supplied to the project, was fully qualified," says Pirtek Birmingham Licensee Andy Connell. "We pitched against five other companies, presented a work schedule and plans to comply with the requirements of the project, but it soon became clear as work progressed, that we could improve many of the practical, operational and even aesthetic elements of the hydraulic work. Apparently we were the only company prepared to do the construction work on site, rather than manufacture off site and install later." In fact, this flexibility proved invaluable as Peter Bailey, Deputy Technical Director for the RSC explains, "As the main construction and upgrades had already been done, the permanent hydraulic systems had to be installed to fit round the structures. There were no drawings or designs at this stage, so our engineers ended up taking photographs of each area of the site and then indicated to Pirtek where we wanted the pipes to run and what they were to

power," he says. "Effectively we need two hydraulic rings, one for each theatre. The rings had to run from the powerhouse compressor plant, into the basements of each building, where they were split into six outlets in the Royal Shakespeare Theatre and a further three in the Swan. The system powers the accumulators and rams that control everything from moving the scenery to operating the smallest items on stage, such as opening a window. As Pirtek was prepared to work on site, it allowed a flexible approach as plans could be amended and a better solution could be found if a problem was encountered at the time."

The project involved the installation of 166 metres of 38 mm steel pipe, together with 134 metres of 42 mm and 126 metres of 25 mm pipe. Pirtek Birmingham demonstrated that, by routing through the powerhouse walls and keeping the pipes inside, ugly external fittings could be avoided. "I have to take my hat off to our MSSTs, Ian Cochran and Ashley Cotterell. They worked in very cramped, difficult conditions, often making suggestions that were advantageous to the customer, but that would entail extra work for themselves," Andy Connell says. "However, when the site agent commended our work and complimented our staff on their neat and tidy work, it made it all worthwhile. I also have to thank Pirtek Redditch for providing backup during the project. They made sure our existing customers received our normal rapid response service." With all the pipework in place and the system just awaiting the compressor to be fitted, Peter Bailey has the final word. "We are a happy customer and are very pleased with the work that Pirtek has done. They were able to address the complexities of the project and the client, as well as the building, and have risen to the occasion," he concludes. "There were a considerable number of people and



The completed RSC and Swan Theatres



Ian Cochran (l)
Ashley Cotterell

bodies to satisfy, as the site is of national importance. I'm happy to say Pirtek fulfilled all our requirements."

The building reopened to the public on 24th November for preview events to test all the new facilities before the first full Shakespeare performance is staged in February 2011.

For those wishing to see a show and enjoy the end result of Pirtek's handiwork, you can find more information on www.rsc.org.uk or by phoning the RSC's ticket hotline on 0844 800 1110.



Part of the massive refurbishment programme nearing completion





Well Oiled

Veolia Environmental Services and Pirtek share a common belief in caring for the environment. So when the waste management giant recognised the potential danger caused by oil and hydraulic spillages, Veolia called in Pirtek Harlow to advise and train their 40+ crew members in how to safely cope with these problems.

Under the guidance of Harlow depot senior supervisor Sharon Knight, Veolia have instigated a programme of training their operatives in how best to cope with such spillages. Originally started as a joint training session between Fentex and Pirtek, Pirtek Harlow has now taken over the project.

Lee Tubb, brother of Pirtek Harlow licensee Perry, usually trains two or three teams (five to six people) at the Veolia site. He runs through the kit carried on the Veolia vehicles and then uses two Pirtek safety videos to highlight the problems posed by a spillage, how to cope with them and the potential dangers the crews may

encounter. The basic concept revolves around the four safety principles of identify, secure, protect and dispose. Lee Tubb then describes the different spillage products including booms, mats and granular products, and their suitability in different applications. Finally he uses the mats in a practical demonstration to show their absorbency and water resistance and how they should be used in situ. The session ends with a question and answer session.

"Veolia believes in on-going training and we expect our personnel to continually improve on their skills. We realised a long time ago the importance of environmental pollution and took a proactive stance to deal with it," Sharon Knight says. "With our longstanding connections with Pirtek, they were the obvious people to consult. Lee Tubb now does all our spillage training and refresher courses, and we expect the entire staff to have attended one of his courses during the year."



Lee Tubb is clearly delighted to have been invited to participate in this important training programme. "It's a great compliment to Pirtek to

Veolia's senior supervisor Sharon Knight, with Pirtek Harlow's Lee Tubb

be invited to participate in the environmental training of a market leading company like Veolia," he concludes. "This training programme has been a great success and we are hoping to roll out this service to other concerned customers in our local area."



Recycle, Reuse

The 2.6 hectare Pearsons Material Recycling Facility in Thetford boasts a recovery and recycling rate of 85 percent from the 130 tonnes of mixed commercial, industrial and domestic waste brought onto the site every day.

"To achieve this remarkably high percentage, Pearsons take a very different approach to sorting the waste," says site supervisor Sean Steven. "All the waste is hand-sorted on two picking stations before being segregated and further sorted by our Carmac LSU C1200 plant. This allows us to sort the material more accurately. Apart from food waste, which currently goes to landfill, pretty much everything else can be recycled. We recycle all the usual products, glass, wood, paper, card, plastics, metal, aggregates, green

waste plus a variety of some really nasty products that other sites won't touch."

Steven reports that this tough operating environment places special demands upon the equipment, which is why they have entrusted its care to Pirtek Norwich and, more specifically, MSST Gavin Hancy. "Gavin is constantly on site replacing damaged hoses on the Fuchs handlers or the wheel loaders in the yard. We also have a KE Systems baler that requires attention from time to time," he says. "But where Pirtek really comes into its own is on the Carmac plant. The constant movement and vibration takes a heavy toll on the belts and hoses of the flexdecks and trommels. Gavin plays a major role in maintaining the plant, coming equipped with just about



every strange part, hose and fixture you can imagine to keep everything working. I can honestly say he provides the best hydraulic service we have ever had."

Above, Norwich MSST Gavin Hancy (l), with Pearson's site supervisor Sean Steven, supported by Norwich technical sales rep, Steve Green Left, Sean with one of the hard working Fuchs handlers



Uplifting Experience



A-Plant is one of those names that is synonymous with the UK construction industry. Founded in 1947, the company has grown into one of the giants of plant hire. After being listed in 1986, the company expanded through a series of acquisitions that saw it break out of the UK and into the US market in 1990. It is now one of the largest



non-operated equipment rental companies in the world and forms part of FTSE-250 company as Ashted Group plc. A-Plant's Powered Access workshop co-ordinator, Sheila O'Callaghan, based at Brentwood, proudly states that the company has continued to grow because of the vast array of equipment readily available to

The A-Plant crew thought enough of Basildon MSST Jon Bell to stand in the rain to have their picture taken with him!

companies. "For example, our Powered Access division has a huge range of equipment, with a hire fleet of more than 2,000 units, from scissor lifts and telescopic booms to powered personnel lifts and trailer mounts. Over 600 units are available from this depot alone," she says. "Our fleet is modern and well-maintained, and we offer true national coverage, experienced technical support, safety advice and independently-approved Powered Access Safety Training Courses." To keep this vast equipment fleet running would be a logistical nightmare, O'Callaghan says, if it weren't for the input and support of Pirtek Basildon. "To ensure our fleet is maintained to the highest level, we rely on expert help in our service department. This depot has employed Pirtek Basildon for over five years, and I can truly say that they provide a superb service. I simply can't fault it," she concludes. "Pirtek gets a big thumbs-up from all of us."



Buying on Value, Not Price

When Widnes Skip Hire recently changed its name to WSR Recycling, it did so to overcome customer misconceptions about the company that generally overlooked the highly successful recycling side of the business. And to demonstrate that WSR Recycling can be equally guilty of making incorrect assumptions, the company admits that it had initially dismissed Pirtek's hose replacement service as prohibitively expensive. "It turned out that Pirtek Liverpool was actually cheaper than our incumbent supplier," says WSR recycling manager Don Bradfield. "We started using Pirtek Liverpool after they paid us a visit with their parts catalogue. After we had chatted through a couple of things



WSR recycling manager Don Bradfield.

and sorted out the pricing, we decided to give them a go the very next day. Since then they have attended all our breakdowns." Bradfield reports that Pirtek's no-



Liverpool MSST Steve Cook

fuss approach is equally important as its competitive pricing. "What we like about them is that we don't have to remove the hoses and present them to the engineer. Steve Cook, our regular MSST, arrives on site, removes the damaged hose, makes a new one on site and then replaces it on the machine," he concludes. "Absolutely no fuss at all."





The Numbers Stack Up

777 is renowned for its ultra-high demolition excavators. But the company also runs a huge range of large plant hire machinery that is used across the UK. "The only problem with having plant scattered all over the country is getting to it in a hurry when something goes wrong," says workshop and plant manager Rob Jarman. "If anything stops working, the hirer will take great delight in deducting money off our bill. Although we have extensive workshops and take great pride in ensuring that every piece of kit that goes out works properly, parts fail and machines get damaged. It is in the interests of everyone to get that machine back into action as quickly as possible, as all the time it's not working, it's not earning!" For this reason, 777 calls upon the services of Pirtek; an initial contact made through Pirtek Mitcham evolving

into a national service. "We use Pirtek Mitcham as our primary point of contact. I simply phone them, tell them what's gone wrong and where it is and they take ownership of the problem. I know they will pull out the stops to get it back to work." Jarman says that he constantly checks Pirtek's pricing structure against that of its competitors, but has continued to work with Pirtek for more than seven years. "I have had long conversations with Pirtek Mitcham on pricing, and we have achieved that. But I am always looking for value for money and have continued to explore using other suppliers. But I still use Pirtek for a reason," he concludes. "They provide an excellent service, their emergency response is excellent, and the products are first class."

(Right) One of 777's famous hi-reach demolition excavators



(Above) Pirtek Mitcham's MSST Adrian Marriott and 777 workshop and plant manager, Rob Jarman



Forging Ahead

Breathing new life into what was once the industrial heartland of Kidderminster is no easy task. The heavy industries that took two centuries to establish have disappeared in less than 20 years, with little to replace them.

So it is heartening to find Lawrence Recycling taking over one of these vacant sites to develop Forge Recycling. The 6.4 hectare site has the capacity to sort 250,000 tonnes of waste annually, recycling 90 percent of the mixed waste and construction and demolition waste that passes through its gates. The massive covered site, once used to manufacture ship prop-shafts, is now used to sort, segregate and recycle cardboard, plastics, paper, brick rubble, concrete, soils, glass, green waste, wood, plasterboard and metals before they are re-processed for use in the manufacture of new products. The site originally handled around 65,000 tonnes/year when it started but is currently running at 100,000 tonnes/year as the business has expanded. It is hoped that the site will be allowed to expand to ultimately process 500,000 tonnes/year from commercial, office and construction and

demolition customers within an 80 kilometre radius of the site. However, keeping this massive site in working order is no mean feat, as maintenance manager Lee Hodgeson points out. "We have a static Kiverco trommel, JMM Moldrow blower and picking station, material handlers, a number of wheel loaders, a new baling facility, a large fleet of dustbin lorries and 18 skip carriers to keep operational," Hodgeson says. "Thankfully, the company has had a longstanding relationship with Pirtek Kidderminster and know they can always turn to them to get things moving again if we have an unscheduled maintenance problem. Their response time is excellent. They may come in to repair the hydraulics on the dustbin trucks but will quite happily turn their hand to maintaining a piece of static machinery on the same visit. "This sentiment is echoed by managing director David Lawrence. "We've used Pirtek for many years and their service stands out from all the other hydraulic companies, which is essential when machines are broken down and can't work. As a result we have used Pirtek for 14 years and will



Above, the Lions resplendent in Pirtek strip Below, MD David Lawrence (right) with Worcester's Jason Woods, Bottom right, Jason and Lee Hodgeson

continue to do so."

This close relationship has even resulted in Pirtek Kidderminster and Pirtek Worcester sponsoring local under-14 football team "the Lions" that counts Lee Hodgeson's son among its players. Pirtek Licensee Jason Woods supplied new kit to the team when they were in danger of folding due to lack of funds. Resplendent in their new Pirtek-branded kit, the team has gone on to win its local championship.



On your bike 2!

A team from Pirtek Ellesmere Port also took part in the northern round of The Prostate Cancer Charity Tour of Britain on Saturday 18th September. Determined to be noticed and gain maximum publicity for the event, the team opted for some 'alternative' eye catching kit. The frighteningly attired 'Team Gorgeous' were certainly hard to miss - well done guys, that took real courage. We are pleased to say the new look will not be adopted for MSSTs on regular customer call outs.



Competition

Although the British Touring Car Championships is over for another season (see back page), Pirtek is already looking forward to another action-packed season of racing up and down the UK. And the company is offering one lucky reader the chance to win a pair of tickets to the BTCC meeting at Oulton Park on 5 June 2011.

To win these coveted tickets, you need to answer one simple question; but you might like to take a look at this video first: <http://tinyurl.com/23y83j7> How many moustaches feature in the opening sequence of Pirtek's "Big Shave-off" video?

Please email your answer to info@pirtek.co.uk. The winner will be drawn from the correct entries on 10.03.2011. For further information, go to www.pirtek.co.uk.

Congratulations to competition winner Alan Griffiths of Enterprise Fleet & Plant Hire Ltd who has won an Apple iPhone 4 i in the ITP 4 2010 competition. He will of course be using the new app!

Hair Today, Gone Tomorrow



"Best Moustache for November 2010" goes to Lee Jenkins from Pirtek Northampton
2nd Martin Mack from Pirtek Reading,
3rd Kevin Hazard from Pirtek Liverpool,
4th Neil Sherwood from Pirtek Poole

There were times during November when customers visiting Pirtek UK's West London headquarters or some of its 90+ dedicated Hose Centres may have felt that they had walked into a Charles Bronson/Tom Selleck tribute. Together with a huge number of companies and individuals, many of Pirtek's (male!) staff grew moustaches as part of the Movember campaign to raise funds for and awareness of The Prostate Cancer Charity. The team raised more than £4,000 for the charity but when the end of November came, they gathered at Pirtek's HQ for the big shave-off, courtesy of Big Jim's Trims of Ealing. "The Pirtek team did a great job in difficult growing conditions, and we are delighted to be contributing more than £4,000 to such a worthwhile cause," says Pirtek's business development director and temporary moustache-in-chief Alistair Wiggins. "It's particularly pleasing to be making this donation as The Prostate Cancer Charity is Pirtek's nominated charity. Many thanks to all who have participated and to all those people around the country who have supported us so generously." An exclusive video of the "big shave-off" can be viewed here: <http://tinyurl.com/23y83j7>



Perfect End to Debut Season

Rising British Touring Car Championship star Andrew Jordan's win in the final race of the season fired an early warning to his rivals that he will be the man to catch in 2011.

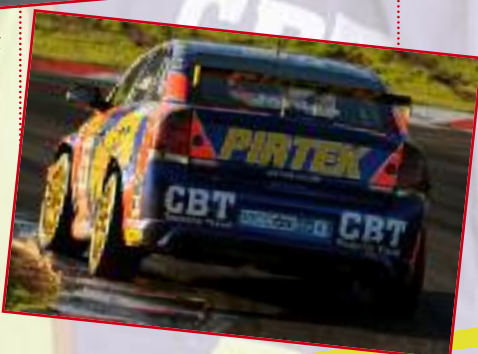
An action-packed weekend of racing at Brands Hatch provided a fitting end to one of the most hotly-contested British Touring Car Championships of recent years.

And it was telling that Pirtek Racing's own Andrew Jordan stole the plaudits, winning the final race of the season from a well-earned pole position and signalling his intent for the 2011 season.

Into the first corner Jordan established an advantage after another lightning start to the race which he went on to lead from lights to flag. With two safety car intervals in the race, Jordan was able to pull away from the chasing BMW of Steven Kane by making impressive restarts. After 27 laps of tough racing Jordan crossed the line to take an impressive second victory in the BTCC this season.

As a result, the Pirtek Racing team finished the season in 7th in the Independent Drivers Championship and 6th in the Independent Team's Championship, 10th in the Overall Drivers Standings and 8th in the Overall Teams standings.

"I'm surprised and delighted that we came away from the final race with another win. We had been struggling with the car this weekend and going into the last race I wasn't



confident we had the pace to keep Kane behind us, although we were still aiming for a podium," Jordan says. "To end the season this way is fantastic. We have had a mixed year but, when the chips were down, the Pirtek team just work even harder and we are lucky to have such a dedicated team behind us. We have had fantastic support from Pirtek and CBT and without them we wouldn't be here so I thank them for their backing this year. Fingers crossed we'll be back in 2011 to mount a challenge on the Independent Championship and fight for more wins."

BTCC 2011

3 April	Brands Hatch, Kent
17 April	Donington Park, Leicestershire
1 May	Thruxton, Hampshire
5 June	Oulton Park, Cheshire
19 June	Croft, North Yorkshire
7 August	Snetterton, Norfolk
4 Sept	Knockhill, Fife
18 Sept	Rockingham, Northamptonshire
2 October	Brands Hatch, Kent
16 October	Silverstone, Northamptonshire