

SPRING 2008



# WORKSITE JOURNAL

**Rock around the clock:** Deere skid steers keep production rolling



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See inside for details.



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## New Deere skid steer loaders smack down competitors

Construction equipment owners demand tough, reliable equipment that is highly productive, yet low cost to run. At Deere we're driven to design and produce world-class machines that meet or exceed these expectations. Our new 313 and 315 Skid Steer Loaders are the latest example of that commitment.

In fact, our battle cry is P.U.L., short for Productivity, Uptime, and Low Daily Operating Costs. That's our brand promise to you, and we take it very seriously. Everything we do at Deere — from engineering to the assembly line — is geared to give our customers more P.U.L.

Here are a few P.U.L. highlights:

- Electrohydraulic (EH) joysticks that provide fast, accurate machine response to maximize productivity and minimize fatigue.
- Power Quik-Tatch™ option that eliminates potential for leaks, minimizing repairs.
- Rubber-track option for CT322 and CT332 for more flotation in soft ground conditions.
- New control-valve system provides low effort controls and improved metering.
- Digital-coded antitheft security system is standard on 317, 320, and CT322, and optional on all large-frame models.
- Convenience package with interior dome light, beverage holder, cargo storage net, and 12-volt power port.
- Generation II sound-reduction package reduces noise levels and operator fatigue.
- Roller level attachment delivers reliable, cost-efficient productivity for finish-grade work.
- Toothbars convert a standard or multi-purpose bucket into a bucket with teeth in just minutes.

These are just a few examples of how we are on the front lines to give you greater productivity, high uptime, and low daily operating costs. To see our new 313 and 315 do battle with the competition, be sure to visit our new website, [www.skidsteersmackdown.com](http://www.skidsteersmackdown.com).

So call on your John Deere dealer today. And give your operations more P.U.L.

Sam Norwood  
Manager, Commercial Worksite Products



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[More to the story](#)

#### Rock around the clock

See Deere skid steers keep the rock rolling in quarries.

[View Video Clip](#)

#### By popular demand

Learn how a landscaper succeeds with a little help from his friends — and John Deere equipment.

[View Video Clip](#)

#### Upon further review ...

Let's go to the tape to see how the Deere 313 and 315 deliver better stability and visibility.

[View Video Clip](#)

#### Get on the stick

See for yourself why so many operators and equipment owners enjoy 'sticks.

[View Video Clip](#)

#### Get Connected — Ag Forks

Stick a fork in it, and your ag work is done, as you'll learn from the video.

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### Tell Us Your Story

Do you use a John Deere skid steer loader, compact excavator, compact loader, or tractor loader backhoe to improve productivity? Tell us how and where you use it. We'd love to share your story with others. If we use your story in DigDeeper or one of our print publications, we'll send you a free gift.

# ROADK



# AROUND THE CLOCK

## DEERE SKID STEERS KEEP PRODUCTION ROLLING IN QUARRIES



Ask a quarry owner who his favorite rock star is, and he'll tell you a John Deere skid steer. These American idols have become quite popular on quarries. With their compact size, they slip easily into tight spots and around obstacles. Plus they have the power, breakout force, and lift capability to pry up rock and handle heavy pallets.

That's why sales of skid steers are topping the rock charts. According to the local John Deere dealer, skid steer sales doubled last year in LeFlore County, Oklahoma, where the quarry business is booming. In 2001, approximately 150 quarries were operating there. Today there are more than 350.

### **Rock solid**

Crandell Stone is located in Poteau, the county seat of LeFlore County. Owner Pete Crandell has carved a nice living out of his southeastern Oklahoma quarry. Each week he moves 100 tons of sandstone, a popular material for constructing buildings, patios, retaining walls, pools, and water features.

But when he gave up his career selling construction equipment to open the quarry in August 2001, a successful future seemed anything but carved in stone. "Right after I started my own business 9/11 happened, and I had a lot of doubt about the economy," recalls Crandell. "But like everyone else, I carried on."

Located near the Arkansas border within the Kiamichi Mountains, Poteau is a surprisingly picturesque location for a quarry. Amidst these postcard-perfect surroundings, two John Deere 332 Skid Steer Loaders help keep a constant stream of sandstone flowing by prying large slabs of rock off the face of the quarry floor, feeding a large cutting machine, and moving pallets of finished stone.

Most of the work in the quarry is done on slopes, so stability is very important. "The 332 is much more stable than competitor machines we've used," says Crandell. "It easily handles large slabs of rock and heavy pallets that weigh more than 4,000 pounds without tipping."

Crandell appreciates the best-in-class 360-degree visibility, which also contributes to safe operation. "Our employees work everywhere in the quarry, so it is very important for our operators to be able to see all around."

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Today, Crandell runs only Deere equipment, but he started out using Gehl and New Holland skid steer loaders. "Those machines weren't working out, so I immediately started converting to Deere. I had spent 12 years repairing, servicing, and selling John Deere equipment, so I knew it would give me a competitive edge. My goal from day one was to have all John Deere equipment."

Reliability of the Deere skid steers has been rock solid. "We don't keep a backup machine, so uptime is extremely important," says Crandell. "The competitors' machines would constantly breakdown in the uneven terrain, and parts availability was slow. We never had any problems with the 332 — it has been very durable. And should we ever need parts, we can get them the next day."

"John Deere simply makes great machines. One of the best moves we've made is purchasing all Deere equipment."

### School of rock

Within a stone's throw (literally) of Crandell Stone is Stone Ridge Quarries. Owner Richie Perkins got into the quarry business two-and-a-half years ago. Perkins was clearing out a fencerow when he discovered sandstone on his property.

"I was pushing out a big oak tree and several slabs of rock came up with it," Perkins recalls. "A dozer operator and his son who were already in the rock business helped me quarry it for six months."

The additional work soon got to be too much for the dozer operator. Perkins and his partner, Robert Goines, decided to give it a go on their own and purchased their first skid steer.

Today, Stone Ridge Quarries employs 20 people and runs seven John Deere 332 Skid Steer Loaders to quarry sandstone for their customers in Texas and California. In an average week, 12 semitrailers haul rock from the 25-acre quarry. That's up from one semi-load a week just two years ago. Business is good.

The skid steers pry up rock and carry large pieces of stone to the cutter. Around the yard, they stack pallets of finished rock in endless rows or load them onto trucks.

"Our average pallet weighs 4,300 pounds, and the 332 handles it with no problem," says Perkins. "The machine's weight is well-distributed, providing excellent balance, so it won't tip. The power, stability, and lift capability are very impressive."

Perkins also likes the comfortable cab and smooth, responsive, low-effort controls. "I like pretty much everything about these machines, to tell the truth," he laughs.

Uptime is very important in the rock industry, according to Perkins. "It's not just the repairs that cost you. The productivity lost to downtime costs you 20 to 30 times as much."

After a local John Deere dealer brought out a Deere skid steer for a demo, the company switched to John Deere. "Since then we've purchased seven machines and haven't looked back."

"We haven't had a breakdown in two years; we haven't even replaced a battery. And we run them hard all day long in the pits, so they take a lot of abuse. Deere makes the toughest, best skid steer in the industry."

*Crandell Stone and Stone Ridge Quarries are serviced by AgTurf and Warrior, Fort Smith, Arkansas.*





Stone Ridge Quarry owner Richie Perkins (left) and co-owner Robert Goines.

"We haven't had a breakdown in two years; we haven't even replaced a battery. And we run them hard all day long in the pits, so they take a lot of abuse. Deere makes the toughest, best skid steer in the industry."

*Richie Perkins  
Stone Ridge Quarries*

To view video, visit DigDeeper.

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# BY POPULAR DEMAND

## Friendly favor launches landscaping business



Dean Hofsommer (top) and son Jason Hofsommer.

Dean Hofsommer, president of Central Iowa Lawn & Home Care, Inc. in Ames, Iowa, never intended to start a landscaping business or envisioned himself buying skid steer loaders. It just worked out that way, thanks to the great job he did for a friend.

In 1979, Hofsommer was working swing shift as a factory shipping/receiving department supervisor. When the factory bought a John Deere tractor to mow its acreage, Hofsommer added landscaping to his duties. Then when a banker friend asked him to maintain the lawns of foreclosed homes, Hofsommer did it as more of a favor — but he did such a good job that the bank hired him to maintain its property.

His friend then encouraged him to pursue a second commercial account. With some persistence, Hofsommer landed the business. Soon his spare time got a lot more limited and his days at the factory were numbered.

Within ten years, Hofsommer quit the factory job and established his own lawn-care business. Today, it's a family affair as Dean, with his son Jason as general manager, oversees a 38-employee, two-million-dollar, full-service operation within a 60-mile radius of Ames. The Hofsommers provide mowing, brush cutting, hedge trimming, spraying, landscape design and installation, rough-cut mowing, retaining walls, and even parking-lot sweeping for a client base that is 80-percent commercial and 20-percent residential.

### 300-Series gets noticed

Two John Deere 300-Series Skid Steer Loaders, a 317 and a 325, are important performers in Central Iowa's landscaping fleet, and Dean Hofsommer notes that customers appreciate the name on the side.

"Good equipment is one of the keys to our success," he says.

"When the customer sees the John Deere name, they know you're



serious and that you're coming in with good, quality equipment. They know the history of John Deere and that you're there to do the job right."

Central Iowa's skid steers divide up a number of tasks. "We use the 325 to lift pallets of block and sod, and to get into the ground and dig deep," Jason Hofsommer explains. "We also use a rake in front, grading out yards for sod and seed. We've used forks for getting landscaping material where we need it, and we've used a grapple bucket for clearing brush and debris. The 317 is used primarily for the lighter stuff and preparation work."

Some jobs feature several attachment changes. "We love the Quik-Tatch™ system on the John Deere 325," Jason says. "We can sit in the cab and change attachments

with the press of a button. It really speeds up our performance and gets us on to the next job with ease."

#### **Versatility on the job**

A residential job on Purvis Lane in North Central Ames found the 325 tackling several tasks. The homeowner asked Central Iowa to provide 25 feet of retaining wall, bedding for perennials and shrubbery, and lawn installation. The 325 easily went from earthwork to delicate operations — including moving the family's fully assembled wooden play set, more than twice the height of the skid steer and more than a little rickety — with John Deere Worksite Pro™ 48-inch forks.

**Continued on page 14 »**

Visibility and stability on the 313 and 315 are best in class, as our recent competitor comparison shows.

# UPON FURTHER R

Every equipment owner knows the importance of good visibility. When operators can see all around the machine and have a clear view of the jobsite, they're more confident and productive.

Same goes for stability. Not every jobsite is smooth and level. Simply put, when you are more stable, you are more able.

Like all John Deere 300-Series Skid Steers, our new 313 and 315 Radial Skid Steers deliver best-in-class stability and visibility. "You could look it up," as Casey Stengel once said.

Of course, how we match up on paper with our competitors is one thing. How we compare in real working conditions is another. As they say in sports, "That's why they play the game."

We recently pitted the 313 and 315 against similarly sized competitors from Bobcat, Case, and Caterpillar to see how they compared in terms of visibility and stability.\*

Let's go to the play-by-play!

## **Good "backup" player**

The 313 and 315 boast excellent all-around visibility, including to the rear. To prove our point, we had both machines line up against a comparably sized competitor about 30 feet from a yellow line. Then we had the machines back up, stopping as soon as the operator could no longer see the line.

In the first matchup, the 313 squared off against the Bobcat S130. The Bobcat operator stopped about ten feet short of the line. But the Deere operator kept on backing up, not stopping until he was about four feet from the line.

Next the 315 faced the Bobcat S150 K-Series. The results were almost exactly the same. The Bobcat stopped well short of the line, while the Deere kept going, stopping only a few feet short.

Let's look at the instant replay. Wait, that's actually the 315 going against a different machine — the Cat 226B. The results were virtually identical. The Cat stops well short of the Deere, as does the Case 410.

In each demonstration, you can clearly see John Deere's advantage in terms of rear visibility, and so can an operator — especially around a tight jobsite.

## **Kings of the hill**

Deere's new radial skid steer loaders are designed for excellent stability, even on steep slopes. With their optimal 60/40-weight distribution and low center of gravity, the 313 and 315 have the stability needed for handling steep slopes, rough terrain, and heavy loads.

In our demonstration, we compared the stability of the 313 and 315 to the Bobcat S130 and S150K by having each machine climb a steep hill.

\*The competitive comparisons feature professional operators performing tasks that are meant for demonstration purposes. Some demonstrations show skid steers in applications not meant for normal usage.

# REVIEW ...

The Deere skid steer easily made it up to the top of the hill without tipping. But the Bobcat S130 and S150K with their 70/30 weight distribution were rear heavy. They could not make it halfway up the hill without tipping.

In another demonstration, we compared the rollback on the Deere to the Bobcat machines. The 313 and 315 machines have 30 degrees of rollback, which ensures the load arrives at its intended destination instead of somewhere in between. The Bobcat machines, however, have just 20 degrees of rollback.

In a side-by-side comparison, the difference is quite apparent. The Deere machines keep material in the bucket, while the Bobcats lose material. Deere skid steers can move more material with less spillage, cycle after cycle. The result is increased productivity.

- Rear visibility is much better on John Deere skid steer loaders. In each demonstration, the John Deere 313 and 315 backed up much closer before losing sight of the yellow line.
- The 313 and 315 easily climbed the steep hill without tipping. The two front-heavy Bobcat machines could not make it halfway up the hill without tipping.
- The Deere machines have 30 degrees of rollback for superior material retention, while the Bobcat machines are limited to just 20 degrees.



To view video demonstrations, visit [DigDeeper.com](http://DigDeeper.com).

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# get on the **STICK**

Joystick controls put more work within reach

We recently asked a number of operators and equipment owners to demo our new joystick-control option. Their verdict? Given the choice, almost all opted to stick with the 'sticks.

## Ode to joy(sticks)

You've probably never heard Beethoven's Ninth ("Ode to Joy") pouring out of 300-Series Skid Steer Loaders, because they rock — with best-in-class performance in every category that matters for outstanding productivity. But opt for joystick, and you'll have yet another reason to sing their praises.

Available on the 325, 328, and 332 Skid Steer Loaders and CT332 Compact Track Loader, electrohydraulic (EH) joysticks are exceptionally smooth and responsive. Because they "drive by wire," EH joysticks provide fast, accurate machine response with precise low-effort control. This allows operators to maximize productivity with minimal fatigue.

"It's like playing a video game," says operator Justin Jackson, Penrod Fence Company, Waterford, Kentucky. "The controls are really comfortable — not too big or too small, but just right. Armrests are right where they should be. Efforts are not too hard or too light. They're very responsive to your moves."

The ISO industry-standard control pattern is familiar to most operators. "It was really easy for me to learn," says Jackson. "I got used to it in five minutes. Pretty simple."

Mike Ray, president of Carl Ray Nursery, Louisville, Kentucky, also adapted to joystick control in about five minutes. "I've run every type of skid steer loader made," he says. "I'm used to the old-school controls — hand controls for steering and foot controls for the bucket — but I was pleasantly surprised.

"Deere's joystick controls are extremely responsive, and overall operation is very simple. Touch is very light, and there is no lag time, so you have total control. I'm not nervous or gun-shy in a tight spot. I was very pleased."

Smooth, responsive control means less spillage of materials. Expensive paving stones, slate stone, or trees can be placed precisely by feathering the joysticks. Hardscape materials are less likely to get broken, saving hundreds of dollars.

## More control at your fingertips

Optional two-speed transmission is controlled by a trigger on the left joystick. Auxiliary hydraulics are turned on and off via buttons on top of the joystick.

On the right joystick, the trigger controls bucket float. Flow rate for auxiliary hydraulics for attachments can be set through an intuitive Dial-A-Flow thumb control.

"You don't have look down at your hands and move them to engage two-speed or auxiliary hydraulics," says Ray. "The control is right at your fingertips."

With the best-in-class horsepower-management system, the operator can apply all the power the machine needs for heavy loads, without having to worry about stalling. The accelerator pedal allows the operator to run the machine at low rpm and use the throttle only when needed. This increases fuel efficiency, while reducing noise.

"The foot throttle is fantastic," says Ray. "It gives you a little boost when you're in a tight spot. If you don't need it, the machine is still operating fine."

That's our story and we're sticking to it. To learn more about how you can get on the 'stick, see us today.

To view these and additional video testimonials, visit [DigDeeper](#).

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## Advantages of the EH joystick controls

EH joystick controls allow the operator to work more productively, precisely, and comfortably, while maintaining maximum control with minimum effort. Here are a few advantages over other skid steer control designs:

### vs. traditional controls

For traditional foot-pedal or hands-only controls, a mechanical linkage connects the operator's hand directly to the swash plate of the hydrostatic pumps. Traditional controls are found on smaller machines. Control is accurate, but more fatiguing than EH joystick controls.

### vs. servo controls

Servo controls act like the power-steering system in a car and are found on larger skid steers. The steering linkage connects directly to the servo-control valve, which generates the control pressure that moves the swash plate. This helps operators run larger machines with less fatigue.

### vs. pilot joystick controls

Pilot controls use a pilot-operated pump to meter control pressure. With the abundance of hydraulic lines needed to operate pilot controls, leaks are more common, and the oil generally needs to warm up or the loader may be sluggish. The controls also direct hot oil lines into the cab, which takes up space and makes the cab uncomfortably hot during the summer. Without additional oil lines, the EH design is more reliable, and doesn't heat up the cab.



### Left joystick

- The ISO industry-standard control pattern is familiar to most operators.
- Trigger controls optional two-speed transmission.
- Buttons on top of the joystick turn auxiliary hydraulics on and off.



### Right joystick

- Trigger controls bucket float.
- Dial-A-Flow thumb control sets the flow rate for auxiliary hydraulics.



« Continued from page 9

Then it was on to 2,300-pound blocks of limestone edging picked from a 4.5-foot-high truck bed. “The 325 has plenty of power,” Jason says. “It works perfectly with heavy block.”

Limestone block isn’t cheap, so it has to be handled correctly. “We don’t even stock inventory of limestone block,” Dean says. “We pick it up from the mine only as needed. That way you get consistent color because it’s all mined at the same time.”

Central Iowa does carry a variety of block for walls, edging, pathways, and sidewalks, and has diversified into selling trailers as well. And perfecting service after the sale has allowed the Hofsomers to retain 40 to 50 percent of its design clients for ongoing mowing and maintenance. “Customer service is the key to the game these days,” Dean says. “Everybody is service conscious. They know what they want, and they’re well informed. They expect you to be knowledgeable and responsive.”

#### **Uptime and serviceability**

Jason is quick to add equipment back into the equation. “You need good equipment to take care of customers in a prompt manner — equipment that’s broken down doesn’t do any good. Another reason we run John Deere is the reliability of the 300-Series. They’ve been phenomenal. We haven’t had any downtime beside general maintenance.

Our maintenance supervisor really enjoys working on them because he can easily get to the filters, the engine, the transmission — everything he needs to.”

Jason says Deere serviceability has cut maintenance time in half compared to other skid steers Central Iowa has owned. “The fuel consumption is pretty good, too. It’s amazing that with the horsepower increase from the 200-Series to the 300-Series you get so much more fuel efficiency.”

#### **Winter operations**

What does Central Iowa do during harsh Midwest winters? The company’s John Deere 317 and 325 Skid Steer Loaders are busy year-round, thanks to the relationships the Hofsomers have forged with their commercial accounts. Clients like Iowa State University have big parking lots and substantial sidewalks requiring snow removal.

“Our John Deere 300-Series are heavy hitters in the wintertime,” Hofsommer says. “With the two-speed transmission, we can leave right from the shop and get down the road. They move very quickly from job to job. We use high-volume buckets, which work really well for us in the snow. We stack snow in some lots, and in some lots we clear it all — I don’t know what we’d do without them.”

**To view video, visit [DigDeeper](https://www.digdeeper.com).**

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*Central Iowa Lawn & Home Care, Inc. is serviced by Van Wall Equipment, Ames, Iowa.*

**WORKSITE PRO™**



# Get Connected » Ag Forks

Looking for an instant rise in productivity? Add a Worksite Pro™ attachment. Our ever-expanding lineup includes nearly 100 models, so you're sure to find the right tool for the job. Worksite Pro attachments are designed to optimize performance and productivity, and their heavy-duty construction ensures maximum uptime and long life. In this issue, we discuss **ag forks**.

Worksite Pro **Ag Forks** are perfect for cleaning up densely packed materials that an ordinary bucket can't penetrate. The forks come standard equipped with 10.5-inch tine spacing.

The tines easily penetrate pen-packed material for quicker clean-out. Visibility to the tines is unrestricted, increasing operator productivity. Because they bolt on, the tines are easy to replace.

Like all Worksite Pro attachments, **ag forks** are optimized to work with John Deere 300-Series Skid Steers and Compact Track Loaders, and are also compatible with most competitive models.

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THE **ULTIMATE SKID STEER SMACKDOWN**

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To celebrate the launch of our new small-frame skid steers, we're inviting all our friends to a North Carolina race track to take an up-close-and-personal look. To see how we put these machines through their paces – and how we put the industry on notice – visit [www.skidsteersmackdown.com](http://www.skidsteersmackdown.com).



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