

# “Our newly launched boom pump is the biggest in the industry”

*The boom pump will provide safe working for an additional height of around 50 ft with more weight, says Rakesh Kumar, Country Manager, Terex Aerial Work Platforms (AWP) India.*

Globally, the market for aerial work platform (AWP) occupies about 7.2 per cent of the total construction equipment market. What is your view on the Indian market for AWP?

Presently, the AWP market in India is at very initial and introductory stage, but there is huge potential for access equipment ahead. As we all know, the present state of infrastructure is not adequate for the size of the country. We definitely require a massive scale of infrastructure development in all sectors viz. power, road, port, aviation, railway, internal transport, etc. All such construction activities will have great potential for access equipment. The growth of access equipment has been steady in the last few years with the increased investments in the infrastructure and continuous awareness towards work safety. There is likely to be a substantial growth in the access industry in the coming years. However, the market is still in its infancy and has a huge potential to grow.

Could you brief us of some of your recently launched MHE products?

We launched our new boom pump with working height of 186 ft in 2013. This is the biggest in the industry. We are now ready to bring this boom to India. This boom will provide an opportunity for safe working for an

additional height of around 50 ft with more weight. This boom will find potential in various construction segments and ship building sector. Innovation has been always strength for Genie and we will be bringing lot more new and user-friendly products in near future.

What are the steps that the company has adopted to reduce the lifecycle cost of equipment?

Our company conducts regular training for operators for safe and efficient operation of access equipment. Our products are designed for safe lifting of man and material and we also run awareness programmes for safe working practices. We are sure that our efforts will help us not only enhancing the durability but also contribute in making the work place safer.

What kind of after sales services does the company provide to its clients?

We have manufacturing footprints in five countries and serve around 140 countries across the globe. We have



major presence with complete sales and service support in all these countries—either direct or through our dealers. In India too, we have a dealer who sells the Genie range of AWP's and is well staffed with service personnel deployed across the country.

Our major value proposition is safety. Safety comes first with Terex. We strongly believe and work around what we

call - Customer Promises Pillars, i.e., quality, solution and support.

At Terex, all team members are driven by the mission to provide solutions to machinery and industrial product customers that yield superior productivity and return on investment.

“Genie” teams traditionally have been customer friendly and maintain the highest level of customer support across the globe. In India too, we share the same mindset and are working towards providing a customer experience that is completely aligned with our global principles.

What is the share of hiring and rental business in your total turnover? Do

you expect the share to change going forward?

We do not rent or hire out our equipment. We are manufacturers. Our customers in India are the major rental companies who in turn rent out the equipment to end users. In addition, Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services.

The government has planned various metro rail projects across 12 cities in India. How do you view the business opportunities from these projects?

This seems to be good opportunity and we are confident that “Genie” range of products will be a great contributor in the metro expansion plan. We already have our equipment being used at major airports and metro sites during construction and later for maintenance.

Do you have any plans for capacity addition? Is yes, how about the funding for the same?

Currently, we do not manufacture these products in India. We have manufacturing facilities in US, UK, Italy and China for various ranges of products. At this point, most of our products sold in India are imported from US.

## Expansion joints – A must in every construction

The term expansion joints, refer to the isolation joints provided within a structure to permit the separate segment of the structural frame to expand and contract in response to temperature changes without adversely affecting the structural integrity or serviceability. The need for expansion joints in buildings may be determined initially on an empirical basis. If results are deemed by the designer to be too conservative or if the empirical approach is not sufficiently comprehensive to be applicable to the type of structure being investigated, a more precise analysis should be undertaken. Meanwhile, the subject of expansion joints in the construction of concrete highways has been considered controversial by many; however, there are really only a few important areas of disagreement among those who understand the basic engineering principles involved.

Anyone familiar with the coefficient of expansion of concrete realizes the necessity of providing adequate expansion joints; also the necessity to eliminate intermediate cracks by creating planes of weakness to predetermine the location of contraction cracks. In their (contractor) zeal to lower the cost of concrete highway construction, some engineers have been using only sawed joints, completely disregarding the important function of properly spaced through expansion joints. Since, roads and buildings, being the second largest activity in the economy after agriculture, the role of expansion joints in these areas has become critical.

Hence; to bridge the gap between cost effectiveness coupled with high quality, The Supreme Industries Ltd., Construction Accessories Division has developed customized solutions

specifically for the construction requirement of various sectors. Supreme's DURAbordHD100, DURARods and DURAsilstrip are the three aces which cater the need of building or road structure, assuring the structure with a great bonding. To start with, Supreme's DURAbordHD100 is a crossed-linked, pre-moulded, high performance joint filler board which is readily compressible and ensures low load transfer. This structural expansion joint application can be used in concrete brick and block work; it also helps isolation to fill its gap and work as a backup supporter for sealant. Another feature of the product is it can be used for the expansion joints in concrete highway, taxi tracks and most importantly in airport runway.

So one must be thinking that how buyers are going to benefit by this product? Here is the answer. This

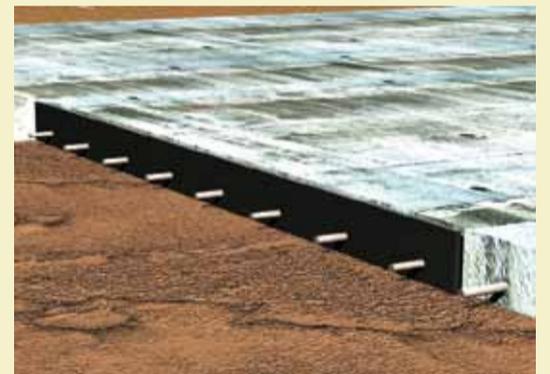
product comes with closed cell, have excellent chemical resistance, thermally stable (ranges from -40° C to +70° C), most importantly – bitumen free and

rot proof and bacteria resistance. DURAbordHD100 is available in thickness ranging from 8 mm to 100 mm sizes.

In addition, Supreme's DURARods have some more benefits to offer to its buyers. The product is a closed-cell polymer based circular profile which ensures stronger bonding of sealant with masonry, aluminium or other substrates and helps to maintain desired thickness of sealant at the joint's centre. Importantly it does not bond with cold applied sealants. The product can be used in applications like pre-cast panel expansion joints, coping joints, contraction joints, as isolating joints, and window and door frame parameters.

Meanwhile, DURARods works as a back-up to sealant in structural glazing systems. The product is available from 6 mm to 60 mm size. As far as features and benefits are concern, it offers closed cell, hence negligible water or moisture absorption; excellent chemical resistance – inert to most acid and alkalis and cost effective space filler. It also allows unrestrained expansion and contraction of sealant while eliminating bubbling of sealant.

While DURAbordHD100 and DURARods can be termed as brother in arm bonding together, the next in line DURAsilstrip is bond breaker. The product is a closed cell, compressible polymer based material (paper) backed on one side as per IRC: 57-2006-6.3 and 6.4. DURAsilstrip ranges from 2 mm to 12 mm size. However, other sizes also available on request. The prod-



**DURAbordHD100 in Roads**

uct works as a bond brakes between any cold applied sealant and fourth surface in contraction or expansion joints. This also works as a backup to cold applied sealants – to be precise – in concrete road. The features and benefits of the product is more or less in line with the other two, however, it have compressible and flexible joint movements along with non-staining, which means it does not disintegrate. All structures move by necessity to avoid buckling which could cause structural failure. Architects, general contractors, owners and end users are adverse to seeing caulk joints or movement profiles they feel destroys the ambience of their building. Awareness of the need for movement joints in installations needs to begin at the sale or specification stage, well before ordering products and certainly before the installer arrives on site. Asking an end user how they prefer these joints to be treated should be no different than, and is of much greater importance.

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**DURAbordHD100 in Columns**

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