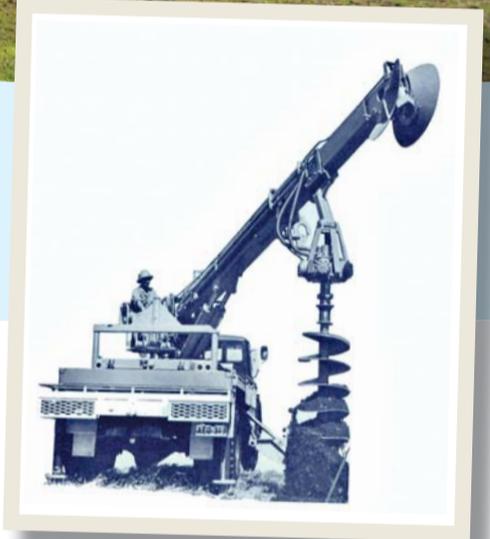




It's always an evolution at Premier Proline



For a company that has been successfully manufacturing crane borers for over 50 years you would think that Premier Proline might be inclined to rest on its laurels, but nothing could be further from the truth. Proline continually applies an evolutionary process in the ongoing design and manufacture of its range of crane borers and the same process is applied to the company's proactive approach towards its customers.



Main: The 10/14 Crane Borer now shares the production line with the Proline LIFT range of vehicle loading cranes.

Above: 1965 Proline 3.5/7t Pendulum Borer, Pole Erector.

Left: 1962 Proline 6t Articulated Crane Borer.

In its own way the company itself has experienced an ongoing evolution since its inception fifty years ago. Despite the fact that there have been several changes in ownership since those early days, the focus on product excellence has been consistent throughout that process.

The Premier Proline name reflects its current private ownership under John Kari and Peter Chronis and the fact that with its expansion, the group now includes Hydroil, a manufacturer of hydraulic cylinders as well as trailer and body manufacturer, Premier Trailers. Premier Proline has always been based in Adelaide and it remains as one of the few crane manufacturers in Australia. On average it delivers up to 30 crane borers a year.

In recent years Proline has experienced a significant increase in demand for its product. This is not surprising given the furious pace at which new private and civil infrastructure has been constructed over the last two decades. In 2007, in order to respond to that construction sector demand, Premier Proline relocated to a new 5,500sqm undercover facility in Woodville, South Australia and embarked on a recruitment drive to double its existing workforce.

General Manager, Darcy Kari believes that a product's reputation is strengthened by 'word of mouth'. It is the best form of advertising and it's also why the company has gained a solid reputation for delivering quality products and for its high level of customer service. "Customer feedback is critical to our success. The reliable, robust product that we build today has been the result of many years of open and honest feedback from our customers. The improvements carried out based on this advice have made our 1014 crane borers a proven bi-product of our industry."

At Premier Proline, software technology plays a key role and is very much part of the ongoing evolutionary process. Recently the company installed 'real time' cellular data logging to enable vital plant data to be relayed instantly to fleet and maintenance managers.

The integration of this two-way data system is quite unique and it serves to improve both



product development and customer relations. Proline's design and manufacturing direction is constantly focused on its machinery's ability to do the job in the real world and to be reliable in the long term.

The information and feedback gained from the front line is highly advantageous in assessing the wear and tear on machinery while it's doing its job on site. For customers, machinery has to be cost effective, efficient and always ready to work. With the recent release of the latest Australian Standard AS2550.11-1 this information has also become invaluable in assessing the true life cycle of the machine as well as providing accurate data for the scheduling of service intervals and major inspections.

As an example of Premier Proline's proactive approach to customer needs and the value of feedback, the company has recently developed a knuckle boom vehicle loading



crane. The preliminary model in the range has a 12.6 tonne-metre capacity and a 3-section boom with a hydraulic reach of 10m. It is the first in what is planned to be a compact range of cranes covering popular capacities in Australia. Other models in the pipeline include an 8t/m and 20t/m machine.

Product Manager, Dale Cameron believes that the new range confirms the company's position, not only as a leading manufacturer, but one that is able to produce machinery to continually satisfy workplace demands. "We believe that the market will support a local manufacturer with a competitive product at a competitive price. This crane has been designed to meet the needs of councils, utilities, mining, defence, transporters of building materials and general carriers."

Again it's an example of that evolutionary process at work. The new Premier Proline range of cranes incorporate a unique load management system providing an accurate numerical load reading taken directly from the hook. Proline also recognises the inherent risks of operating these cranes from fixed manual controls and as such the units are supplied with radio remote control modules as standard.

For more information about the range visit the Premier Proline website at: www.premierproline.com.au