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Welcome to this issue! In it ... William Denoon Sr. started his company in 1963 with not much more than an axe, a chainsaw. Today, his company's 80,000-hour Komatsu WA270 is still humming along ... trouble-free. We also honor our late friend, Mr. Doug Balsbaugh, as he shares his experience with an ASTEC GT440 crusher. We're also excited to share news on the Magni line addition, iMC 2.0's auto-tilt bucket control feature, and our 70th Anniversary. **Please enjoy!**



Sincerely,

Josh Stivison
President

CONTENT

- 4** CUSTOMER SPOTLIGHT
Denoon Lumber
- 9** SMART CONSTRUCTION DIVISION
New iMC 2.0 Technology
- 11** PRODUCT SPOTLIGHT
Komatsu WA480-8 Yard Loader
- 13** COMPANY NEWS
Celebrating 70th Anniversary
- 14** MATERIAL PROCESSING DIVISION
Balsbaugh Excavating
- 19** COMPANY NEWS
MAGNI Line Introduction
- 22** BRANCH NEWS
COSI: The Science of BIG Machines
- 23** USED EQUIPMENT SPECIALS
Great Deals from Across the Fleet!



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For additional video coverage, visit columbusequipment.com/news/videos for more on Denoon Lumber's experience with Komatsu equipment.

Denoon Lumber: ONE MAN AND A SAW ... TO AN OHIO LOGGING INSTITUTION

Denoon Lumber founder William Denoon Sr. started his company with not much more than an axe, a chainsaw ... and a fierce work ethic. Today, the company sells lumber, molding, flooring and paneling made from Appalachian hardwood to customers throughout the United States.

"He started in 1963 with a tiny operation, just himself and one employee," said Jade Smith, purchasing agent for the company. "Back in the old days, they made mine props—the pieces of lumber used to shore up mines."

Denoon Lumber founder William Denoon Sr. started his company with not much more than an axe, a chainsaw ... and a fierce work ethic.

Today, Denoon Lumber is still based in Bergholz, Ohio, a village with a population of about 600, according to 2020 Census estimates.

Bill Sr. passed away nearly a decade ago, but his widow, son (Bill Jr.) and daughters continue to own the company.

Nearly 60 years after its founding, the company employs around 130 people at facilities including a sawmill, a log yard, and a sales center. The company produces 30 million board feet of hardwood annually, including kiln-dried products, molding and millwork.

The company produces 30 million board feet of hardwood annually, including kiln-dried products, molding and millwork.

The company purchases standing wood from growers in Ohio, West Virginia and Pennsylvania, and grows some timber on its own land. Denoon sends its timber crews up to 250 miles away to harvest quality

wood and specializes in species including red and white oak, cherry, ash, poplar, hard and soft maple, hickory, walnut, and red and gray elm.

Denoon products are sold wholesale and retail around the country. The company used to sell internationally, but the market was "too volatile," Smith said, so now it sticks to the domestic market.



Clyde Plunket—seen here in the sawyer's cab where automation is an integral part of the process—has been with Denoon Lumber for 35 years.

In Bergholz, Denoon is the major employer, with Smith estimating half the workforce is from the immediate area. "The company has been a reliable employer, too, never having laid off a single employee through all the ups and downs," Smith said. "And that includes during the Great Recession, which was terrible," he recalled.

"Denoon kept the crews cutting, and we stored the wood waiting for the market to come back. For us, to slow down would be to cut back to 40 hours a week because typically people work 50 or more hours a week," he explained. "We stuck it out, and things came back in a few years." With the housing market roaring,



Denoon is busy filling orders now.

Since Denoon Lumber doesn't stop, even for a recession, the company looks for equipment that can keep pace. Since the mid-1990s, Denoon has counted on Komatsu wheel loaders for their reliable performance.

The company tried machinery from a variety of manufacturers and continually needed service calls,

“The company has been a reliable employer, too, never having laid off a single employee through all the ups and downs.”

Jade Smith; Purchasing Agent, Denoon Lumber

Smith noted. “Back in the 90s, downtime was a concern. Other machines kept giving us problems, and we had to get something that would run.”

Denoon became a Columbus Equipment Company customer in 1995, purchasing a Komatsu WA250 wheel loader. That same wheel loader is still on the job, where it's used to load mulch into semi-trucks and clean up around the mill. “We also use it for snow removal in the winter. It has a 10-foot-wide bucket, so you can push a lot of snow with it,” Smith said. “We even use a salt spreader on it in the winter.”

The hour meter on that WA250 stopped working at about 68,000 hours, and Smith guesstimates the machine is at 80,000 hours now. Aside from typical

maintenance needs, the machine has been trouble-free, he said. “With that many hours on it, things wear out. The accelerator pedal wore out. But the engine, transmission, and rear-end are all original. The biggest reason the guys want us to replace it is that it doesn't have air conditioning.”



Purchasing Agent Jade Smith (right) with the company's 80,000-hour Komatsu WA250. Operator Bill Grimm (left) has just as many hours on his clock, with 44 years at the company.

Denoon Lumber recently added another WA200 to its fleet (top of page). The newest wheel loader is



used to load the sawmill with logs. The wheel loader runs about 20 hours a day because the sawmill runs two 10-hour shifts daily. “Multiple operators use it throughout the day, and they all run it differently. Komatsu equipment holds up well to that,” Smith noted. Operators enjoy the quiet, smooth ride of the new machine, too. The WA200 that was formerly used to load the sawmill has been moved to “spare” status.

Denoon became a Columbus Equipment Company customer in 1995, purchasing a Komatsu WA250 wheel loader.

The company also uses WA270s from Columbus Equipment Company to unload trucks and trailers. Denoon leases wheel loaders for this function because “If it goes down, it’s a problem – the trucks never stop coming. If the wheel loader is on a lease, they are going to come fix it.” However, he added, of the last three 270s that Denoon has leased, there was only one service call – and that call resulted from operator error, not a problem with the machine.

Columbus Equipment Company provides excellent service, Smith said. “I called them when one of our older machines had broken down. They had to take it to the shop for repairs, and they brought a rental to us within 24 hours.”

While Columbus Equipment Company provides service for the leased machines, Denoon’s staff maintains the Komatsu wheel loaders the company owns. “Parts availability has been very good,” Smith said. “Dan Minnis [Cadiz branch manager] and Jeff Freeland [sales representatives] are very helpful.”

“The company tried machinery from a variety of manufacturers and continually needed service calls.”

Jade Smith; Purchasing Agent, Denoon Lumber

As a company, Denoon is always on the lookout for new technology to update or improve processes. “If something cutting edge comes out, we look at it,” with factors such as the state of the market affecting whether the company adopts it, Smith noted.

From its founding 60 years ago to its size today, Denoon Lumber has become an integral part of Bergholz. Local high school students get their first summer jobs with the company, and town residents support their families with a Denoon paycheck.

The Denoon family also supports the local community by donating to fire departments, animal shelters, youth programs, fundraisers, and concert programs. And to think, it all began with one man and a saw. ▶

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021

New iMC 2.0 Technology Significantly BOOSTS EXCAVATOR PRODUCTIVITY



Let's face it, productivity is the Holy Grail when it comes to success on the job site. The faster a crew can reach maximum productivity, the better. And Komatsu's intelligent Machine Control 2.0 (iMC 2.0) gives contractors the opportunity to take advantage of sophisticated, productivity-enhancing automation at the flip of a switch.

“iMC 2.0 excavators help contractors transform job sites into highly-efficient, highly-productive operations.”

Andrew Earing; Senior Product Manager, Komatsu

“Aimed to quickly lessen the skill gap between new and experienced operators—and improve the bottom line for contractors—our iMC 2.0 excavators help contractors transform job sites into highly-efficient, highly-productive operations,” said Andrew Earing, senior product manager, tracked products, Komatsu.

“If you're looking for increased productivity and efficiency on your jobsite, look no further,” said Mike Fenster, Smart Construction Division manager. “We're selling excavators with the auto-tilt bucket feature. That trend will continue as word of its capabilities spreads.”

Developed with input from leading construction

companies, iMC 2.0 offers additional new features on mid-to large-size Komatsu excavators: the PC290LCi-11, PC360LCi-11 and the PC390LCi-11. An excellent match for footing excavation, trenching and slope work, these excavators with updated, factory-integrated systems, help to minimize over-excavation and empower operators to dig straight to grade quickly and accurately.

1. Auto-Tilt Bucket Control

With integrated machine control, auto-tilt bucket control assists operators by aligning the bucket parallel with the slope, so that finish grading can be accomplished without needing to align the machine with the target surface.

2. Perform Finish Grading Using Only Arm Input

The new bucket angle hold control helps operators reach finish grade quickly and accurately. It automatically holds the bucket angle to the design surface during arm operation, enabling operators to perform finish grading using only arm input.

Contact your Columbus Equipment Company rep for a demo today, or learn more on Komatsu's excavators with intelligent Machine Control 2.0 at <https://www.komatsu.com/en/products/excavators/>.

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Komatsu WA480-8 Yard Loader HIGH-PRODUCTION DRIVES VERSATILITY ACROSS APPLICATIONS



Loading and moving materials in as few passes and cycles as possible can help increase productivity, and reduce costly wear and tear on machines. Designed to be an efficient match for loading aggregate and other processed materials onto highway trucks, the 299-horsepower Komatsu WA480-8 yard loader can also be adapted to infrastructure, forestry and non-residential construction applications.

“The WA480-8 is the perfect tool for quarry, infrastructure and non-residential construction applications,” noted Jason Crain, VP of Sales for Columbus Equipment Company. “It’s the perfect three-pass loader for on-highway trucks and hoppers.”

Designed for increased productivity and versatility

The curved side edges of the Komatsu-designed, 7.2-cubic-yard bucket are built to minimize spillage, and the internal space and shape provides smooth material flow. The long bucket jaw and decreased strike plane angle helps deliver easy fill and low resistance during pile penetration. The integrated load meter system in the cab lets operators see exactly how much material is in the bucket.

The WA480-8 yard offers excellent visibility to the pile and surroundings, an easy-to-operate Advanced Joystick Steering System (AJSS) and a comfortable air-suspension seat—all productivity-enhancing features

For increased bucket capacity and stability, the

yard loader arrangement has more than 1,400 pounds of added counterweight (compared to the standard WA480-8). Further stability is generated by low-profile tires with increased ground contact that are mounted to new heavy-duty front and rear axles.

Collectively, these WA480-8 features boost versatility, making it suitable for truck loading, carrying, stockpiling and hopper charging applications.

Maximized brake life

To promote maximized brake life in extended load-and-carry or high-speed applications, the WA480-8 yard loader has a new, highly efficient air-cooled braking system. The dedicated system enhances higher cooling efficiency even in tough environments. Stable cooling performance under high-duty cycle operation helps to reduce the risk of the oil overheating and in severe test conditions, this cooling system demonstrated a 56 to 58 degree Fahrenheit better cooling effect. A sensor on the electric drive pump measures the axle temperature and activates only when needed.

Looking for a state-of-the art machine to drive efficiency in your operation? Check out the WA480-8 today ... you won't be disappointed.



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Columbus Equipment Company proudly salutes Kubota customers pictured—Performance Training Solutions, Sayre Construction and Encore Concrete—as we partner with industry-leading manufacturers of compact equipment—Kubota, Takeuchi and Komatsu—to provide an array of options by which our customers can run their businesses. This one-stop-shop approach enhances customer value and covers the full line of compact equipment—excavators, wheel loaders, backhoe loaders, skid steer loaders, track loaders and utility vehicles.

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70th Anniversary Celebration: FOUNDED IN '52, THRIVING IN '22 ... THANKS TO YOU!



Seventy years ago, Bill Early founded Columbus Equipment Company and signed on Lima Crane as his first major line.

Over the intervening seven decades, a lot has changed. We increased our footprint across Ohio to our current nine branches that form a network for dependable sales and support of equipment. We've partnered with the most respected and innovative heavy-equipment brands in an effort to emulate Mr. Early's founding commitment of "a fair deal every time" and offer the very best equipment value available to our customers.

We've partnered with the most respected and innovative heavy-equipment brands in an effort to emulate Mr. Early's founding commitment of "a fair deal every time."

We've been singularly focused on our mission of helping customers—from regional general contractors to individual operators just starting in the industry—get the equipment they need to be productive and meet the needs of their own customers.

From pioneering the idea of a rental-purchase agreement for machinery to introducing Komatsu construction equipment to the Ohio market, Columbus Equipment Company has made its mark on the Buckeye State's equipment industry.

Since 2012, and our 60th anniversary, we have

expanded and diversified services with a common thread of serving customers we know we can help move to the next level by equipping them with world-class equipment and region-leading support.

With the introduction of Komatsu's intelligent Machine Control technology, we created a machine control division to support customers using machine control, hiring our first Technical Solutions Expert in the mid-2010s. Today, the Smart Construction Division provides a range of high-tech solutions, including drone surveys and 3D mapping, as well as training and support for the growing number of contractors enjoying the game-changing productivity of iMC equipment.

Our Materials Processing Division, previously the Environmental Division, has grown and evolved significantly over the last decade, adding innovative, specialized equipment options and resources for our customers whose primary business is processing a wide range of materials.

Our Lift Division is now embarking on its own expansion. Started in 2008, when we partnered with Link-Belt Cranes, the Lift Division is in the process of adding lines, capabilities and services for an even wider range of customer needs.

As we recognize our 70th year in business, there's one constant that's allowed us to succeed, and that's the loyal patronage of our customers. We thank you sincerely for your business and support.

70th anniversary festivities will continue throughout the year ... stay tuned for details. Again, we thank you, and hope you'll attend the remaining celebratory events so we can do so personally.



MATERIAL PROCESSING



For additional video coverage, visit columbusequipment.com/news/videos for more on Balsbaugh Excavating's experience with Astec equipment.

Balsbaugh Excavating: SPEEDS ITS WAY TO GREATER EFFICIENCY AND PROFITABILITY WITH THE ASTEC GT440



Balsbaugh Excavating's Astec GT440 crushes up to 300 tons of concrete per hour onsite, just outside Englewood, Ohio.

It didn't take long for Doug Balsbaugh, owner of Balsbaugh Excavating, to see the value of an Astec GT440 horizontal shaft impact crusher. It just took the right situation.

Englewood, Ohio-based Balsbaugh Excavating performs both earthwork and concrete work. In 2019, Balsbaugh Excavating was working at the Speedway headquarters in Enon, Ohio, removing limestone to reach bedrock. The contract also stated the company had to supply crushed stone for the project. During excavation, "we generated such a huge pile of rock, we wondered what we were going to do with it," Balsbaugh recalled. At that point, he contacted Columbus Equipment Company about renting a crusher.

"Doug realized it would make more sense to crush the rock to the right spec rather than purchasing crushed rock from a quarry," said Jesse Garber, sales rep for Columbus Equipment Company's Material Processing Division. Garber offered to have tests performed with the GT440 to ensure the stone would meet the contract's spec so Balsbaugh could recycle the limestone for the job.

Once the crushed stone passed the tests, Balsbaugh rented the GT440 for two months. In that time, "we crushed 22,000 tons of limestone and were able to reuse it onsite. It was such a win-win," Balsbaugh said.

At that point, the contractor realized the crusher

would be valuable for many uses and decided to purchase it. "We had such a good experience with the GT440 at the Speedway headquarters job that we saw the crusher as a great addition to our fleet," he said.

Balsbaugh, who had been in business since 1980, had never owned a crusher before. However, he didn't bother to shop around for alternatives to the GT440.

"Doug realized it would make more sense to crush the rock to the right spec rather than purchasing crushed rock from a quarry."

Jesse Garber, Sales Representative
Columbus Equipment Company

"We knew the machine after two months of using it. It was the perfect fit for us, and since we have had good experiences with Columbus Equipment Company, we just went for it." Balsbaugh had been a Columbus Equipment Company customer for four decades.

Since purchasing the crusher, Balsbaugh used it on limestone, concrete and asphalt – "a lot of each one. And it performs equally well for all," he said.



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003



Operator Randy Bowman—a 36-year veteran—loads concrete into a GT440 producing 411/304 sand, as well as 57 and 2 products.

The GT440 is most frequently used for concrete because Balsbaugh has a concrete washout business, Western Ohio Concrete Recycling. The concrete is recycled and crushed into material Balsbaugh Excavating can use on its jobs. Balsbaugh estimates the company generates 10 to 15 yards of concrete a

“We had such a good experience with the GT440 at the Speedway headquarters job that we saw the crusher as a great addition to our fleet.”

Doug Balsbaugh, Balsbaugh Excavating

day. They operate the crusher at least weekly. “When we get the material prepped, the crusher can run 200 to 300 tons per hour. We have found that this crusher will crush as much material as you can feed it.” At first, Balsbaugh offered crushing services for other contractors, but “we decided we have so much work of our own that we strictly use it in-house.”

Balsbaugh was highly impressed with the support he received from the Material Processing Division, particularly from Josh Lovett, aggregate product specialist. “When Josh knows we’re crushing, he will sometimes stop in and see how the machine is performing,” Balsbaugh said. “If it throws a code, he’ll be there within a few hours to try to fix it. If he can’t

fix it, he calls the factory, and they are able to correct it through the satellite most of the time. Josh really understands the machine, and his support has been unbelievable. He’s a great guy.”

The track-mounted GT440 uses a vibrating grizzly feeder with a 6-yard hopper. Thanks to a 5-foot by 10-foot, two-deck screen, there’s 100 square feet of screen area—up to 50% more screen area and production potential than competing crushers offer. The two-deck screen provides faster, more thorough screening, resulting in products that closely match spec.

The GT440 is part of Astec’s Global Track line, which provides industry-leading crushing and screening power in a portable, easy-to-use configuration. It comes with a radio remote/tether control system and real-time system monitoring to enhance safety and ease of use.

It’s becoming more common for excavation companies to rent or own a crusher when their projects are similar to the Speedway job that Balsbaugh had, Garber noted. “If you have to remove limestone to get the job low enough, you can crush the limestone for roads and pipe backfill. Not every job has the challenge and opportunity to do it; you have to be close enough to bedrock for it to make sense.”

However, when you do have the right opportunity, using a strong, productive tracked crusher like the Astec GT440 can make the job a definite win-win, as Balsbaugh Excavating found. ▶

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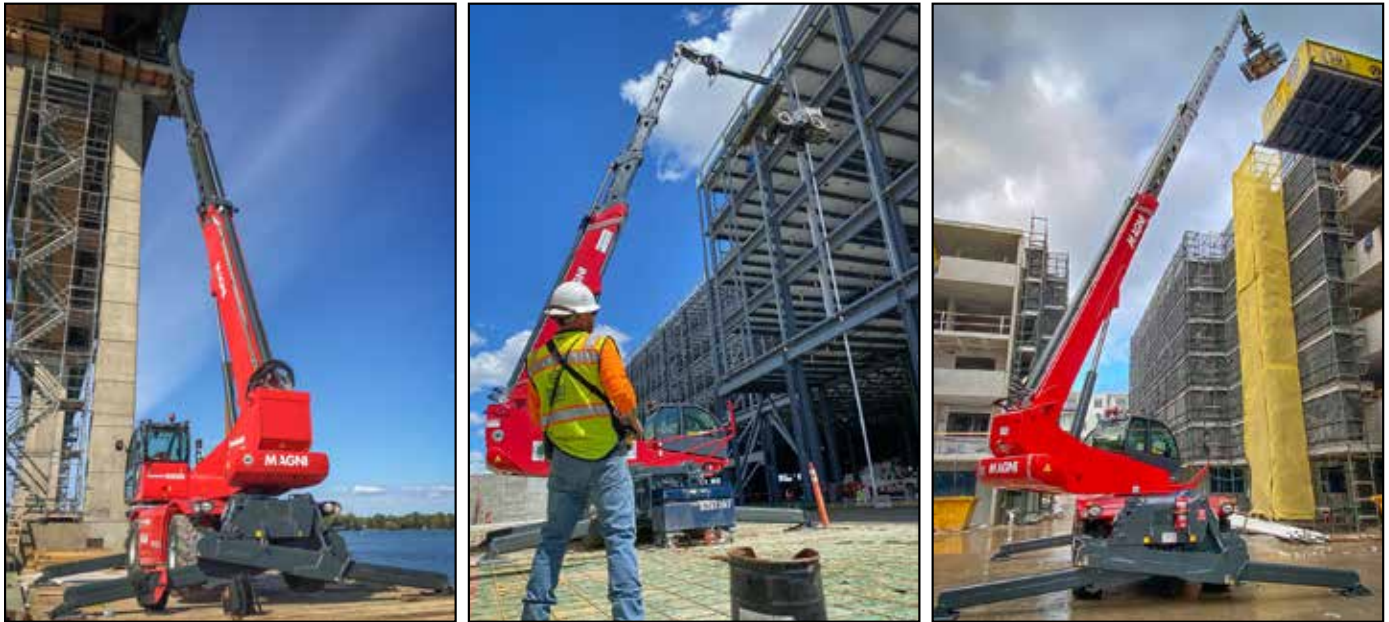


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MAGNI America/Columbus Equipment Company PARTNERSHIP: CUSTOMER FOCUS, INNOVATION WILL LEAD THE WAY



Columbus Equipment Company has formally created a Lift Division to better serve the needs of customers. Bob Weber has been named vice president for the Lift Division and is in charge of adding product lines to match needs that aren't filled by Link-Belt cranes.

The first manufacturer that the Lift Division is partnering with is Magni Telehandlers, one of the most respected and innovative telehandlers in the world.

“I was amazed at how many of the people I knew in the industry were excited about Magni. Innovation truly is in their DNA.”

Bob Weber, Vice President for Lift Division
Columbus Equipment Company

“I was amazed at how many of the people I knew in the industry were excited about Magni. Innovation truly is in their DNA,” Weber said. “They are focused on the dealer and the consumer in a real fashion. Magni emphasizes frequent communication, and they believe in getting problems out in the open and getting them fixed. That attitude reflects how we approach problem-solving for our customers.”

Magni is the award-winning manufacturer of

rotating telehandlers (see page 21) that combine the functionality of a rough terrain crane with a telescopic handler. Magni also makes a wide range of fixed telehandlers and heavy-duty fixed telehandlers (see page 20). The entire line is available through Columbus Equipment Company, which also provides support, service and rentals for Magni in Ohio.

Magni telehandlers appeal to a broad spectrum of users, from traditional contractors to loggers to glass installers and roofers. Magni machines have a smaller footprint than competing models, making them an excellent choice for tight locations.

“Magni is a great company and it makes a great product,” Weber said. “I am excited about the investment the Magni family is making in the company and their vision for the future.” That vision is reflected by the company's investment in a parts warehouse in Houston, where more than \$2.5 million in parts are available for the American market.

“With Magni's unique history and strong core values, Columbus Equipment will be a huge asset to Magni's nationwide dealer network,” said Joe Leinwol, Magni's chief sales officer for Magni America LLC. “Columbus Equipment Company believes their employees are their most important resource, their customers are their most important asset, and their customers are always their first priority.”



MAGNI HTH AND RTH

Magni is recognized as the industry leader for the development of rotating and heavy-duty telescopic handlers: the RTH and HTH ranges. With eight HTH and 16 RTH models, Magni machines are the ideal choice



HTH 10.10 HTH 20.10 HTH 27.11 HTH 35.12 HTH 50.14

	HTH 10.10	HTH 20.10	HTH 27.11	HTH 35.12	HTH 50.14
Maximum Lifting Height	31.2'	32'	35.8'	37' 5"	46'
Ground Clearance (HTH) Machine Weight (RTH)	14.6"	15.7"	20.9"	21.7"	24.4"
Maximum Lifting Capacity	22,000 lbs	44,100 lbs	59,500 lbs	77,000 lbs	110,000 lbs
Capacity at Max. Reach	5,732 lbs	14,330 lbs	16,534 lbs	19,841 lbs	28,660 lbs
Max. Reach	16.4'	16.7'	21.3'	22.6'	25.9'

STANDARD AND SPECIAL ATTACHMENTS

In order to achieve the full potential of the entire line of Magni products, we offer a complete line of dynamic attachments. They are fully interchangeable allowing the machines to perform multiple tasks. This serves to significantly enhance the value of all Magni machines.

COLLECTIONS

for those requiring optimal performance and reliability in extreme conditions. They are the undisputed champions when it comes to both heavy-duty and confined space applications.



RTH 5.21

RTH 6.25

RTH 6.30

RTH 6.39

RTH 6.51

RTH 8.25

67' 3"

82'

97' 9"

127' 7"

167' 4"

81' 8"

35,050 lbs

39,685 lbs

48,060 lbs

52,910 lbs

80,240 lbs

52,910 lbs

11,000 lbs

13,200 lbs

13,200 lbs

13,200 lbs

13,200 lbs

17,500 lbs

5,500 lbs

4,850 lbs

5,500 lbs

5,000 lbs

4,400 lbs

11,600 lbs

57' 1"

69' 10"

85' 4"

88' 7"

113' 2"

69' 2"



COSI: Celebrates 20th Anniversary of THE SCIENCE OF BIG MACHINES



Columbus Equipment Company recently displayed four machines in “The Science of Big Machines” exhibit at the Center of Science and Industry (COSI) in Columbus. The annual event allows kids (and adults) to explore the science and technology of the construction industry, including getting into heavy equipment, moving dirt with an excavator, and seeing the action from an operator’s seat.

The four machines we displayed were a Komatsu PC35, Takeuchi TL12V, Takeuchi TB290, and Kubota SVL75.

Personnel Updates

Jeff Badner has been named general sales manager of Columbus Equipment Company. Jeff has been with the company since October 2006, when he started working an entry-level role in the warehouse and quickly became a valued team member. For the past decade, he has managed the Richfield Branch. As general sales manager, he will work out of the corporate office in Columbus and report to Jason Crain, VP of sales. Congratulations Jeff!

Kevin Loomis will replace Jeff Badner as Richfield branch manager. Kevin has over four decades of experience in the equipment industry, having started his career in 1990 with Allied Constructions Products in Cleveland. He brings a wealth of experience and skills acquired through his work in roles such as service manager, sales and rental manager, product specialist and VP/business manager with companies including Atlas Copco, Highway Equipment Co. and most recently Allied Pedestal Boom Systems

Komatsu Demo Days

More than a dozen Columbus Equipment Company representatives attended Komatsu’s Demo Days in May. During the event, Komatsu’s Chattanooga Manufacturing Operations facility—where Komatsu



excavators are built—was toured. The next day, Komatsu’s Customer Center in Cartersville, Georgia, hosted equipment demos. A variety of equipment was available, including dozers, excavators, wheel loaders and articulated trucks.

Attendees included Columbus Equipment Company President Josh Stivison, Executive Vice President Dan Connelly, and VP of Sales Jason Crain. Mike Fenster, head of the Smart Construction Division, several branch managers, and several machine sales representatives also attended.



USED EQUIPMENT Monthly Specials



For a Complete List of Used Equipment, Please Visit www.columbusequipment.com



2016 Komatsu PC360LC-10
Stock #U34239, SG Pads, 2 Way Hydraulics,
Coupler, 2,664 Hours
\$235,000



2016 Kubota SVL95-2
Stock #43199T, Cab, High Flow, Hyd
Coupler, Bkt, 803 Hours
\$61,000



2013 Komatsu D51PX-22
Stock #K10744T, Cab, A/C,
PAT Blade, 5,153 Hours
\$99,000



2018 Komatsu D51EX-24
Stock #K11303T1, Cab, PAT Blade, Hitch,
22" Track Pads, 2,344 Hours
\$155,000



2016 Komatsu D65EX-15
Stock #RU35628, Cab, PAT Blade,
Carco Winch, 3,319 Hours
\$210,000



2018 Komatsu D39PXi-24
Stock #U37404, Intelligent iMC Dozer,
1,553 Hours
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