

BeachTech® today



**Gulf of Mexico:
Oil Spill Special**

BeachTech fighting the oil in the Gulf



Impressive cleaning operation on oil-infested beaches.

25 BeachTech machines have been shipped to Alabama, Mississippi and Florida where they are being used to work on the beaches that are plagued by the oil.

Over the past three months, Mr. Stefan Spindler, Head of BeachTech worldwide, has been constantly travelling back and forth between Laupheim and the Gulf states in order to support the oil cleanup efforts along those coast lines. In addition to Mr. Spindler, Mr. Scott Merrill, BeachTech North American salesman, has spent half the summer at the Gulf coast (by no means a voluntary beach holiday!) insuring that

all BeachTech machines run smooth, operators are trained and that the BeachTech's are doing the job that is needed to help remove oil from the beach. The impact of the "Deepwater Horizon" catastrophe has really kept both of them on their toes and there is still more work to do.

At the beginning of June, Scott and Stefan held the first demonstrations and tests of the BeachTech in Gulf Shores, Alabama, in order to get a feel for these unusual conditions. The beaches of Gulf Shores were



Children playing among the beach clean-up crew.

one of the first where the oil washed ashore. "At first, everything was total chaos. There were families with children spending their summer holidays at the beach and right beside them the cleaning crews organized by BP and wearing their yellow, white and green hazmat suits collected oil lumps", says Stefan Spindler about his first impressions there.

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Editorial

Dear customers, Dear readers!



These past months have been both exciting and exhausting for us at BeachTech. The oil spill in the Gulf of Mexico, following the explosion and sinking of the oil rig "Deepwater Horizon" this spring, prompted

us to do whatever we could to help with the disaster in order to contain the effects of the resulting environmental catastrophe. Based on our experience and the right technology, we have been successful in doing so. We at BeachTech are thrilled that we can provide help and assistance to remove some of the damages the oil has done to the beaches. BeachTech wants to do its part and have offered all of our resources to assist in this environmental disaster.

As the end of the worldwide financial crises approaches, our key business, apart from the oil spill, is still positive and we are aware that we will

probably have to cope with the effects and shortage of budgets for a while longer. Nevertheless, we have been doing quite well in the 2010 summer season in the Mediterranean countries. In Turkey, for example, we have restructured our sales activities – read more on page 4.

Have fun reading!

Yours,

Stefan Spindler

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"There was chaos, in the very beginning, even among the people in charge, as there was such pressure in the communities and BP was under immense strain to get moving immediately. A situation like that was completely new for everyone concerned. The communities, naturally, were concerned for the tourism industry, while the fishermen were worried for their living." And rightly so, because in the meantime, the extent of the enormous losses of the affected regions began to show. There was talk of a near 50 % drop in tourist numbers in June. The complete size of the losses is hard to measure at present and will probably grow. Scott Merrill adds: "The people in charge of BP and the cleanup process had to invest in the right equipment for the right places and BP really looked over every solution, trying everything and selecting what worked. They really are doing a great job, and some people may not want to hear that, but BP did their homework and went about this with a methodology and a diligence that you would expect from a company of that size. Every available resource was used to make sure that BP was doing the right thing for the beaches and as a result, this insured that they would be developing best practices. "It was absolutely critical that BeachTech offered the right solution for cleaning the oil from the beaches as one mistake, and BeachTech could be set back, or eliminated all



The hand crews work during the day below the tide line where it's wet, while the BeachTech's work all night, giving BP the best cleaning efficiency.

together. That's why numerous tests and also some modifications on the machines were necessary." We knew from our experiences in other oil spills that the BeachTech machines would work, it was making sure that we configured the BeachTech to the unique existence of the Gulf oil spill.



Media intently observed the demonstration for BP COO Doug Suttles

Success! Repeatedly, Scott, Stefan and their team have demonstrated our beach- or "oil cleaners" right there on the affected beaches to representatives from BP as well as to service providers and delegates of the communities. Mayor Robert Craft, from Gulf Shores, was an early champion of the BeachTech technology, and through his efforts, the efforts of the BeachTech ground grew and the calculations from BP, the BeachTech machines were working and working well in recovering oil from sand.

It soon became apparent that the best cleaning results could be achieved at night, when the outside temperatures were lower. As a result, this became a fundamental part in the "Best Practice Solution" proceedings that were suggested by the "Beach Oil Spill Cleaning Task Force". As a result, wherever the oil reaches the shores, BeachTech machines are being operated in 10 to 12 hour shifts over 7 days a week.

The texture of the oil is important for a good cleaning result: at 40°C, the oil lumps are much too runny and not in a consistency to be picked up easily. When it cools down at night, the oil becomes goeey like honey or wax and can then be collected with a screening machine without additionally smudging the sand.

Oil cleaning: technical concept

The extreme conditions with oil cleaning from the beach demand technical modifications of the machines: all the tines are removed from the pick-up roller. Without the tines, the oil lumps are not cut into many fragments which would be extremely difficult to separate from the sand plus, the oil does not get buried even deeper into layers of sand that might not have been affected before. This is a huge advantage of BeachTech machines compared to raking machines only which simply cannot work at all without their tines. BeachTech's pick-up blade carefully but entirely lifts off the contaminated upper layer of sand. With its tried and tested screening technique, the sand is shaken off the oils lumps. It is important that the screen is accurately tensioned and that the speed of the screen is increased by 30 %.



Minor but effective modification: pick-up roller without tines



Sticky oil lumps on the beach

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People in charge with service contractors and municipalities realized right from the start that the cleaning concept of BeachTech would work: BP ordered the first five machines which were delivered immediately by our subsidiary in Reno, NV. Six more BeachTech 3000 and 14 BeachTech 2000 were purchased by HEPACO, a service contractor assigned by BP and these 20 machines were sent by airfreight from Germany to start their fight against the oil at the Gulf coast beginning of July.

BP has assigned several companies with the task of cleaning of the beaches and the resource scheduling. These will react at short notice to the prevailing situations along the beaches and will move their different task forces from one community or beach to another as oil comes ashore.

"Nobody can plan ahead for such a catastrophe. The first deliveries have pretty much emptied our stocks and some models were simply not available. In order to help with the spill, additional BeachTech machines are currently in production and ready for deployment.

By airfreight to the U.S.A.



Liège, Belgium: loading BeachTech machines into the aircraft for the fastest delivery to the disaster area

Within a matter of days, the decision was made to purchase the BeachTech beach cleaning machines. One prerequisite for them was the immediate availability of 20 machines at the Gulf of Mexico. While under normal circumstances it takes 3 to 5 weeks to send a BeachTech by

ocean freight from Germany to the United States, however, for this delivery, we had a time frame of only a couple of days. This was an exceptional logistical challenge and strain for us as well as for our partner forwarders, which was handled splendidly!

BeachTech strengthens its leading role on Sicily

Three more BeachTech beach cleaning machines have been sold to Sicily, which continues to prove to all that the BeachTech brand is now widely accepted on the Italian market and that the customers put great trust in our beach cleaning technology developed by Kässbohrer.

The coast line of Sicily is dotted with vast dream beaches and their sand is especially fine and soft, which is great for fun in the sun. The beach season in Sicily is quite long and as a result, so are the operation times of the BeachTech beach cleaning machines. In order to maximize their efficiency, the service providers attach great importance to quality and efficiency of the machines, and it is absolutely "mission critical" to have a reliable partner in their beach cleaning vendor.

The cleaning concept of our BeachTech machines entirely meets the demands of Sicily's beaches.

BeachTech's triumph started in the second half of the 1990s when some of the most important Italian service providers in the sector of waste management decided for BeachTech as their partner for beach cleaning. Our BeachTech 3000 machines began their work in the province of Agrigento, and very quickly, other service providers, as well as the quality-conscious municipalities, began to see how important clean beaches are and how our company strives to be a "best in class" operation for all municipalities. Regarding the machines, the efficiency of the BeachTech 3000 was seen on large areas as the enormous loading capacity remains the best of arguments for overall efficiency.



BeachTech 3000: ideal for the vast beaches of Alcamo

After a few unsatisfactory attempts at outsourcing the cleaning of their beaches to others, the municipality of Alcamo decided to take over the responsibility of cleaning the beach themselves and purchased a BeachTech 3000 and a 165 HP tractor to keep their vast and beautiful beaches clean. Step by step and beach by beach, the BeachTech fleet in Sicily has grown to 14 machines and more will follow.

The city administration focused on a reliable cleaning performance of the machine in wet sand, especially along the water's edge. Another matter of importance to them, considering their extensive beaches, was a significant loading capacity. So they decided for a BeachTech 3000 which performs brilliantly in wet sand, and with its loading capacity of 4.7 m³, requires considerably fewer trips to the unloading station.

The service providing company DUSTY in Catania also went for BeachTech: from now on, they are going to fulfill 2 huge cleaning contracts in the communities of Ispica in the province of Siracusa and Noto in the province of Ragusa with 2 BeachTech 2800. Additionally, DUSTY is responsible for the complete city cleaning and the waste separation which is a relatively new issue in Italy.

We are very proud that we are the absolute market leader in Italy (and even in Sicily), a country where for decades, special attention has been paid to beach cleaning. Over the years a unique situation of mutual trust with the customers has deve-



Happy about their new machines: representatives of the company DUSTY, Mr. Angelo Castoria and Mr. Walter Magnano di San Lio, together with our BeachTech salesman Roberto Galante.

loped for which BeachTech is very grateful. Satisfied and dedicated customers are the best advertisement any company could have and these customers continue to provide valuable information and advice on the continual improvement of our BeachTech beach cleaning machines.

Tips and Tricks:

Floating position BeachTech 2800

A standard feature in the BeachTech 2800 is the hydraulic lifting mechanism for the finisher for an optimal adaptation to the contours of the beach and thus an optimal structure of the surface after the cleaning process. The "floating position" of the finisher must be adjusted at the tractor. Working with the floating position helps to avoid possible damages due to capacity overload of the cylinder as a result of too high pressure (for example by going over rises on the beach). This feature is also available as an option in the BeachTech 2000.



1. Inside the tractor's cab, check which hydraulic circuit of the tractor (on the dashboard) offers the floating position. Usually, this is marked by a special symbol. Please refer to the operator's manual of the tractor.



2. Now check, where on the tractor the corresponding hydraulic circuit is located (please refer to the operator's manual of the tractor). Connect the hoses from the BeachTech machine that are marked in red with the quick coupling of this circuit.



3. Make sure that the finisher goes down while you are pushing the lever in the tractor's cab forward towards the floating position. If this is not the case, and the finisher lifts up, interchange the hoses on the quick couplings for this hydraulic circuit.



4. By unlocking the switch in the tractor's cab, the hydraulic circuit is being prepared for the floating position.



5. Now push the lever all the way forward until it locks in the floating position (= operating position).



6. The result is an optimal finish: an even and smoothly structured beach.

BeachTech "takes off" in Turkey

The growing importance of Turkey as one of the most popular vacation countries for tourists from all over Europe is accompanied by the government's campaign to upgrade Turkey's image of a low-budget holiday destination. All along the coasts, there are countless newly constructed hotels that cater to these ever rising demands. And so the situation of the beaches has become another focus. Good reason for BeachTech to intensify its marketing activities.

Turkey is blessed with a unique nature as it also features a geographical specialty: the country is surrounded by ocean from three sides for a length of approx. 4,500 kilometers. Seaside vacationers in Turkey can enjoy beautiful sandy beaches as well as lonely coves on more than 320 sunny days a year. They can indulge in a vast array of athletic activities or simply enjoy nature and whoever is interested in history can visit a multitude of ruins and archeological excavation sites during their vacation in Turkey.

For many years, BeachTech machines have been cleaning the beaches in and around Alanya, Belek, Izmir and Istanbul. We intend to build up our activities on this market, to increase the popularity of BeachTech and, by doing vehicle demonstrations, to convince the customers in Turkey of the cleaning efficiency of our machines. The newly founded company MTG IS MAKINALARI in Antalya has become our new partner who, already in the preliminary stages of our cooperation, demonstrated enormous commitment. In order to attend to any customers' inquiries quickly, MTG invested in a BeachTech *Marina* and two BeachTech *Sweepy hydro* to be able to hold demonstrations directly at the customers' any time.



The MTG team has been maintaining very close links with many hotels in the recent years. These contacts are paying off now as in their first season, MTG has generated interest with many top hotels along the beaches. "This first season gave us confidence and the reactions of the hotel managers confirm our market assessment", says Fikri Ertem, co-owner of MTG. "We are having lots of plans for the coming year. Our ambition is to sell machines to all parts of Turkey, not only to the Southern coast."

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