

# GIANT NEWS

ABOUT GIANT SOLUTIONS



NR 1 - OCTOBER 2014





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## FOREWORD



Here it is: the very first 'Giant News Magazine'

I'm proud to present you this. When I look back at the past years I see a quick development in my company which I, together with dedicated people, built up to a stable business on international level. The people around me and the customers are the basis on which this company stands.

***"Don't look at your neighbour  
but go your own way."***

The last few years we greatly invested in buildings, production technology and employees. "Don't look at your neighbour but go your own way" is my motto. A combination of '6th sense feelings' and situational awareness is essential when taking decisions. Investing is not playing with money; that's what you do in a casino. Investing means foreseeing possibilities and taking steps in anticipation of those possibilities.

Enjoy reading our Giant News Magazine. I'm looking forward to your feedback.

**Toine Brock**



# 'BEHIND A STRONG MAN STANDS A STRONG WOMAN.'

For this premier edition Giant Magazine spoke with CEO Toine Brock and his wife Caroline. What was meant to be a quick interview turned into a warm conversation.

Our first impression of Toine and Caroline were that of two confident persons who bundled their stronger characteristics to build up an impressive lifework. Two ordinary, dynamic persons who face life with calm consciousness.

## Who is Toine?

*'Toine can explain himself with ease: 'I've always liked working with iron'.*

The whole story started 33 years ago when the 11 year old Toine started experimenting with his dad's welding machine. His dad owned a hogbarn which often needed some welding and Toine looked over the shoulders of his brother to ignite the rod himself.

*Toine: 'I earned some money with doing small chores in the area. Our dog died and the space we got from removing the dogpen was the start of our business. The hogbarns emptied out one by one which meant our business could grow. The metal bars and such from the hogbarns allowed me to recycle and weld all kinds of stuff. In my spare time I repaired mopeds and I slowly enrolled in the world of technique and mechanics. I started the construction of manure injectors.'*

In 1995 Toine developed a simple pasture manurespreader with his brother-in-law Peter. Quickly it became clear this was a good step and he set up production. The spreaders remained in the Netherlands but it was also attempted to reach Danish markets.

*Toine: 'When the spreaders were at its height, I tried selling them in Denmark too. There I met Soren Nielsen of Sorensen BHS; this company has become our largest Giant dealership.'*

In 2001 the MKZ-crisis (serious cattle epidemic) broke out. The market plummeted because it was forbidden to enter the premises of livestock farms. Toine had just visited the RAI (Ag show in Amsterdam) with his

companions Edwin van der Zanden and Hans Sterke. On the way back they decided to build wheel loaders.

*Toine: 'I had no market research or business plan and we had no idea of what was ahead of us. But I had good feeling about it and I asked Edwin to make a technical drawing of a wheel loader. Engine-wise would be no big deal I thought, looking back at my experience with mopeds. We took up the challenge and we built five machines. Technically they were fine, but the machines were too expensive.'*

## Passion and iron melting

While Toine recalls the history of his company, his wife glances at him with admiration and subtly lets him know she was part of the story too. During his chores in life's early stages he (of course) kept his eyes open and found Caroline. Through hard work during the week and making investments in the weekend he could keep Caroline on his side. She was a nurse at the time, with many different time shifts. It was a perfect match. When the kids came, Caroline joined the company.

## At the breakfasttable: commitment of the kids

*Caroline: 'I find it important to involve our children of 14, 13 and 9 in our company. It's part of our life and they want to see what dad is doing. It makes it easier to explain when it's not possible for dad to be at home or explaining what he is doing. I value the consciousness a child needs to see that what he or she has, and that sometimes it isn't as evident as it seems. We take care that our kids do not get spoiled. We give them things and it is up to them to experience*



© Masja | Photo Vlamincx Oisterwijk



if it's theirs or not. We took them to Hungary to see what we do there. Later on they can make their own decisions.'

Toine: 'We don't want to push our children to a certain direction, but it's a fact they love machines. To be fair, we have to admit it's mainly due to our children we let our company grow so much. Without this foresight we wouldn't have invested so much. We do it for them, too.'

**During our talk it becomes clear the company is a product of Toine and Caroline both; a family company with a strong husband and wife at its basis.**

**Giant Magazine: What do you admire of each other?**

Caroline: 'I admire the drive my husband has. I know- out of experience- that I can let him go and

have to explain every decision. Even taking decisions like investing in a building, developing a new product and such are things she will support unconditionally. Of course we do discuss plans.'

Caroline: 'You should often ignore what people say about you, people admire us because we remain calm. Because Toine went his own way, we got to this point where we are now. If we'd give second thought to all the well intended criticism, we would not have achieved this.'

**Can you keep private life and work well separated?**

**Giant Magazine: Do you take Tobroco back home in your conversations?**

Toine & Caroline: 'We solve private issues before business issues. If the family is not happy or there are

earth people and we enjoy going on vacation to France, Italy, Austria and lately Hungary.'

**Education: from simple technician to manager**

**Giant Magazine: 'Toine, how did you learn to run a business?'**

Toine: 'During the growth of the company I was confronted with that fact there were too many discussions going on. We concluded there was no clear task description for every employee, especially for co-workers we had since the start of the business. This resulted in conflicts. This drove me to follow a management course. It gave me the opportunity to share ideas with other business managers and it led to setting up an 'organizingboard'. Our entire organization consisting of approximately 120 employees was reorganized. Everyone was given a department. These (sales, production, administration and R&D-aftersales) consist of sub divisions, each having a manager. He/she can easily trace tasks for him/herself and the department. All responsibilities are described clearly. There's never a task undone or not done correctly. No one can say 'that wasn't my job' and there's no double-work. By setting up these boards I got a clear image of the company, even the invisible things. It was often a harsh confrontation with myself. All these job descriptions had to lead to a growing, profitable company. I followed this structure when I expanded production to Hungary. It works flawlessly. For instance, all employees in Hungary have a Dutch 'buddy'; someone they can contact -with webcam or skype- if they run into issues.'

**"If the family is not happy or there are problems within, you simply can't run a business. Turn it around and it's basically the same; you can't go home at ease when things are not running well in your business."**

everything will be fine. I now see the long-term thinking in what he does.'

Toine: 'I find it a strong characteristic of Caroline to be able to support my decisions even though they're often made with a 'sixth sense' feeling. I can make a decision fairly quick and it's comfortable to know I don't always

problems within, you simply can't run a business.

Turn it around and it's basically the same; you can't go home at ease when things are not running well in the business. A lot of attention goes to the kids and their activities; children growing up have their issues and questions too. We are down-to-

# 1996

Toine Brock (CEO) commences with the construction of agricultural machines and Tobroco manure spreaders at his parents' home. He starts in their old hogbarn.



1996

1997

1998

1999

2000

2001

2002

2003

2004

# 1998

Tobroco starts construction of trailers and silage wagons.



# 2001

Start of production and development of Giant wheelloaders. Due to quick growth and expansion more room is needed. A large tent is used as improvised production hall.



# 2003

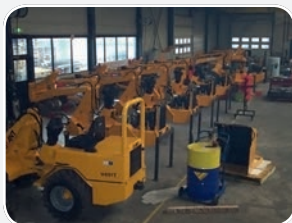
Tobroco moves to Oisterwijk. Adres: Nedervonder 13, 2300 m<sup>2</sup> (2750 yd<sup>2</sup>) manufacturing space.





## 2005

New colours: yellow/grey  
Expansion of model range to 20 different types.



## 2010

Moving to new factory. Adres:  
Beneluxstraat 4, Oisterwijk.  
The factory has a  
manufacturing surface of:  
10.000 m<sup>2</sup> (11.960 yd<sup>2</sup>)  
Welding / construction:  
5.000 m<sup>2</sup> (5980 yd<sup>2</sup>)  
Assembly: 5.000 m<sup>2</sup> (5980 yd<sup>2</sup>)

## 2014

Purchase of parcel behind  
factory in Oisterwijk for  
expansion  
Area: 500m<sup>2</sup> (5980 yd<sup>2</sup>)



2005 2006 2007 2008 2009 2010 2011 2012 2013 2014

## 2009

Start of construction of new factory.  
New adres: Beneluxstraat 4.



## 2013

Purchase of neighbouring building  
Purchase of (welding) factory in Hungary



# HANS STERKE: RESEARCH AND DEVELOPMENT AT TOBROCO MACHINES



**Hans Sterke is one of the 'veterans' at Tobroco. Together with Toine and engineer Edwin van der Zanden he welded and built the first machines. These were manurespreaders and trailers at first, but in the adventurous starting year of the wheelloader**

**the machines became more advanced and aftersales became more important.**

**The comradery with Toine made him his right hand in research and development.**

*Until 2001 Hans was occupied with sales of manurespreaders, afterwards he shifted his attention to stock acquisition, production and development. Since mid 2014 he is responsible for R&D and acquisition of machine components.*

Hans: 'Up to december 2000 we only built manurespreaders and trailers. As a result of the MKZ epidemic the sale of manurespreaders stalled. We went looking for alternatives. We then came up the idea to build wheelloaders; the start of a success story. Still, in the beginning it didn't always go as intended.'

## Pioneering with grinder and welder

Hans explains: 'In september 2001 the first two machines were finished. Two axles, an engine, some steel and iron, a grinder and a welder were all we needed to construct the machines. No plans existed; we looked at a few machines of competitors. The task was completed, the very first GiAnt (Gigantic Ant) was born, the machine worked, but the production price was too high. Lesson 1: we had start producing numbers! With that lesson learnt we ordered components for 100 machines; engines, axles and necessary parts and we started working. This first series delivered us some stress as there were some small flaws. We did not leave our customers alone and each machine was repaired –often in the field. That was a tough period, but it showed the market our readiness to service the customer.' Since 2003 the company moved to Oisterwijk where a new assembly line was started. Now, even with a growth of 20 to 30% per year, the production price has to be carefully overwatched.

## New machines

**Giant Magazine: 'Hans, which new machines can we expect the following months?'**

*Hans: 'We're launching four new machines the upcoming year.'*

The V761T with Z-kinematics boom is a multi-purpose machine destined for both the agricultural and construction market. Its strongpoints are electronic control system CAN-BUS, a high adjustable oilflow and new Stage3B/Tier 4 engines. This loader is also available as a V761T Telescopic loader; the same machine with a telescopic boom. The third development is the D204SW Tele, a machine developed for livestock holders. A very compact machine with high reach. The fourth, a compact skidsteer with high capability, is a completely new product. It can be delivered with both diesel and gasoline engines.

The machine is developed for roadworkers and demolition. The user stands on the back of this very compact loader. This way it can work in very small spaces.





## FRANS VAN ASSELDONK AND LARS GIELEN: SALES



The sale of Tobroco Machines is neatly divided over two divisions. On one side you see men in the field visiting shows, giving demos and showing the product to customers. On the other side there's people coordinating orders and taking care the product actually gets to where it should be: the customer. Frans van Asseldonk, with his businesscard telling us he is 'Sales and Marketing Manager', controls the salesdepartment and Lars Gielen, whom you may call 'Sales Support'. Frans takes care the company doesn't veer off course.

Frans van Asseldonk simplifies it: 'We sell and Lars finishes the order'.

### Giant Magazine to Lars & Frans: 'What are you occupied with?'

Lars: 'I ask dealers what their forecast is for the upcoming weeks and months. I have an overview of the unsold machines in our planning and production. I can shift these machines around. This way I support salesmen and dealers worldwide. We try to get a definite order 8 weeks before delivery, but we can change that when necessary. In some cases up to 5 days before production starts.'

Frans van Asseldonk: 'Besides marketingactivities I lead and support our salesmen. In The Netherlands we visit 15 dealerships with two salesmen. One salesman is occupied with north + export and the other with south + export. In The Netherlands we visit dealerships directly who then work with sub-dealers. Belgium and Luxembourg have their own distributors.'

### We sell solutions... the machine comes afterwards.

Giant Magazine: 'Do you see an evolution in the sale of machines? With the latter becoming more complicated and customizable for the customer.'

Frans: 'The past year we've seen an influx of people

approaching us instead of us coming to them. We have the reputation to quickly adjust to the needs of customers. They are looking for a solution and they find us. Let me put it this way: people look for solutions and they need a machine for it. For both of these needs they approach us. Our focus on implements and attachments is bringing us success and that's where we stand out from our competition.'

### Giant Magazine: 'Lars, can you clarify your tasks? You are the one behind the screens, everyone knows your name, but few know what you do.'

Lars: 'I do order intake, which is receiving and combining incoming orders. That way I have an overview of what is going on and I can give customers an insight about delivery time. That data I collect and enable me to create sales statistics and forecasts. To give you a bigger picture: I follow the machine from 'quote phase' to delivery with truck to the customer. Because I have an overview of orders, production and delivery I see market trends. I can see when something is about to go in the wrong direction.'

### Giant Magazine: 'For how long have you been doing this job? Would you recommend this job to your friends?'

Lars: 'In september 2007 I came here as trainee, and I liked the job. I was planner-designer and afterwards reinforcement in the salesdepartment. I climbed up the ladder to this position. The challenge is you don't know what you start with in the morning; then you don't know where you end up in the afternoon, let alone in the evening.'

Regarding your second question; we build a unique product with outstanding technology. We are a young, dynamic and expanding company. This stimulates me to give the fullest dedication to the job.'

Frans: 'I worked for other companies so I can compare. Here it's always fun working together. No boring contacts, but spontaneous joy in our work.'





## TOBROCO MACHINES IN THE NETHERLANDS

A Giant doesn't exist without the construction department. Always taking in regard the needs of the customer, Tobroco's assembly workers and welders combine steel and iron and turn it into a solution. Tobroco started production of wheelloaders in The Netherlands and moved several times because the company needed more space. A year ago it was decided to supply the growing market of attachments. A production and assembly line was set up in Hungary.

René van de Pas, employee since 2010, leads the welding division and Michel Vriens (employee since 2008) takes care of the end-assembly. René works at ground floor, Michel on the first level. Both explain what happens in their department.



### Welding

René van de Pas: '95 % of our frames come from our sister-company in Hungary or distributors. The other 5% are specials. These frames are adjustments of an existing frame and are carried out elsewhere. Basically every

frame has been reserved at the forecast for future orders. Once we give it a certain color, it's assigned to a customer. Meanwhile we're shifting to 'Lean Manufacturing' in the welding department too. Seven technicians take care of assembly of the frames while another seven weld, construct and prepare components.'

### Giant Magazine: 'If 95% of the frames arrive from distributors, what do you have to weld?'

René: 'That 5% exists out of spare parts and components of the prototypes and 'specials' we produce. Momentarily we assemble weld-components to use in our production line. This way we can work efficiently, ensuring high quality.'

### Assembly

Michel Vriens: 'The factory in The Netherlands takes care of R&D, sales, assembly and service. This is all combined. In Hungary we take care of production of attachments and standard frames. All back office services are taken care of from Oisterwijk, though. Manufacturing-wise we went through big changes. The complete assembly of wheelloaders is based on Lean Manufacture and we work 'paperless'. This way we can meet customer demand even faster with lesser mistakes.'

### Giant Magazine: 'How does setting up a production forecast progress?'

Michel Vriens: 'We work with forecasts; planned sales. We receive these from our sales department. Our forecast is set up in accordance with expected sales trends. In accordance with this forecast we order parts such as engines and axles, sometimes up to four months before assembly. The nearer we get to delivery date, the more definite our orders get. That leads to our production forecast per week and our planning for spare parts. The definite planning is 'alive' and updated regularly based on sales from dealerships. In the eight weeks before delivery we try to have everything as constant as possible. This is because that period is focused on customer-specific orders. Of course in the end there's the control, test driving and adjusting of machines.'



## Lean Manufacturing at Tobroco: delivery date decides order of production.

At Tobroco Machines Netherlands the assembly department consists of two floors. The first floor contains welding and preparations for coating; second floor contains assembly. The product type doesn't decide the order of assembly, but the delivery date does. The set with engines, cabin and components are only built when frame of the loader reaches assembly. In reality these two stages are only a few meters away from each other.

When the frame reaches the assembly line, there are three options:

1. In 90% of the cases the machine is built in accordance with the standard machine and many options. A machine is built following an 'order receipt'. Each zone has a technician building a different part of the machine. There are 23 'zones' in total. All options are added on in a different zone. A machine moves to a next zone once a technician is done with it. Each 'zone' has an average run time of about 60 minutes.
2. If the machine is a 'special' with many manhours in it, a special 'dock' will be used so it doesn't form hindrance for other machines. One technician takes care of the complete assembly of the machine. Engines and cabins are built before assembly starts.
3. If the machine is a prototype, it's built by employees from R&D and assembly.

## Paperless production

Michel Vriens explains why Tobroco took up 'paperless' production. 'If you had to pass assembly instructions with every machine, we would get it back looking like a bunch of fumbled papers. We also have so many options we'd have to give a bookwork containing 400 pages with every machine. It only gave more stress and room for mistakes. An advantage of 'digital production' is the immediate availability of the parts list belonging to each machine. Furthermore, it gives us the option to do qualitychecks at every stage. A technician can easily notice if his predecessor missed something. All information is up-to-date. In 2010 we developed this assembly line with a study and advice bureau. A year later it was taken into use and its still in development.'



# TOBROCO KFT IN HUNGARY IN 8 QUESTIONS

To know how frames and attachments are built with focus on quality in a former Eastern Bloc country, we went to Eger (Hungary). There, Tobroco centralized its production of attachments and add-ons. We spoke with Nico van Rijn and Szabolcs Csaki. Nico is general manager while Szabolcs is responsible for production. 60 employees build 4000 attachments and frames on a yearly basis.



## ① Where does development of attachments take place: in The Netherlands or in Hungary?

Szabolcs: 'We primarily work with technical drawings coming from The Netherlands. These drawings are updated and adjusted by us when

necessary. Now we've started developing attachments ourselves, too. Tobroco NL delivers ideas and assignments. Then we can start engineering and producing.'



## ② How does management of a factory in Hungary compare to one in The Netherlands? Do employees have different attitudes?

Nico: 'Yes, it's definitely different. In The Netherlands we complain about regulations, but it's even worse here. Besides, we

barely have any contact with supportive entities because there simply are not many. If something does not comply with regulations we immediately receive a penalty, without any discussion or warning. The people here realize this well, so when I might say 'lets do this now' I'm sometimes called back and they tell me it is not allowed.

The people here like to see rules they can follow so they don't have to take responsibility. Own initiative is barely seen and if so, they do it in consideration with colleagues. Hungarians work hard, but they desire clear orders and instructions.'

## ③ Do Hungarian employees have to change their attitude if they wish to work for a western company?

Szabolcs: 'Well, I've worked 12 years for non-Hungarian companies and I have to say the most companies like working with them because of low costs and the work-climate.'

## ④ Nico, what does your work week look like?

Nico: 'I don't have a standard planning for my workweek. There are some things which return weekly, such as meetings with the management team. Every week we use a skype connection with The Netherlands and every other week with my own co-workers. Then there's a daily production meeting where we discuss the actual situation, problems and urgency orders. Szabolcs and I have daily meetings where we discuss progress and problems in the productionline. Everyday I discuss with Jan about forecast orders, urgent orders, Dextimus (Hungarian distributor) and all appearing problems. I also discuss with Diana about bookholding and all issues regarding that. If the situation demands it, I discuss complaints with Tobroco NL through mail and phone with the necessary people. Also regular calls with John (bookkeeping Tobroco NL) and regular discussions with Toine about all kinds of stuff. Above this I accompany and guide designers and all other existing management activities.'





4.000 ATTACHMENTS / YEAR

**5 Will you find Hungarian employees in The Netherlands?**

Scabolcs: 'No. We work a lot with skype. If we meet with The Netherlands, it's mostly through conference calls. If Tobroco wants to see production, we walk through the factory with a laptop. This way Tobroco can see 'live' what's happening while we explain. We work with the 'buddy' principle, which means all engineers, Nico and myself have a contact person (at Tobroco) who does the same work as our guys here. We also work according to the 'Lean manufacturing' process like in The Netherlands. Our Dutch colleagues visit us once per month on average. The rest is discussed through internet.'

**6 Is it easy to find employees in Hungary for production?**

Nico: 'Generally speaking it's not a hard problem finding the right people. We don't have lines of people in front of the door, but till now we managed to find the right people. In the beginning we made an agreement with Toine; be a good company for your area and give fair wages. All agreements made with employees have been met so far. Often the opposite occurs in the area. We hear from our employees they enjoy their job. There are few employees leaving our company.'

**7 Is the hourly wage in Hungary lower than in The Netherlands? Is that the reason for the production being done here or are there more reasons?**

Nico: 'The sole reason for production being here are costs. The main difference is low labor costs. The rental cost of the building is lower and all additional costs are somewhat

lower. Acquisition of raw material is on the same level as in The Netherlands.'

**8 How exactly does the production process in Hungary work?**

Szabolcs: 'The productionflow works the same as in The Netherlands. We lay our focus on efficiency and what the customer wants. The steel coming in undergoes several activities such as sawing, cutting, drilling, twisting, grinding, polishing and coating. Once the attachments are coated, it undergoes assembly (if necessary). We can press our own (hydraulic) hoses. We deliver fully assembled attachments and implements. We load three to four trucks on a weekly basis, which go to Tobroco NL to be delivered with the wheelloaders.'



## SPECIALISTIC CUSTOM WORK

Name:  
Jelle Bijlsma

Company:  
Jelle Bijlsma B.V.,  
The Netherlands



Jelle Bijlsma B.V. was established in 1961 as a traditional custom business with an emphasis on mowing. The company mechanized and boasted an extensive machine range, which resulted in special orders. This produced a modern and unique machine park which enables the company to carry out all kinds of tasks in earth, road and waterworks.

Jelle Bijlsma B.V. was looking for a compact mower for the narrow lanes along the typical Dutch bicycle paths. The machine was not to be too heavy and had to extract the grass residue. The V6004T was to form the basis for the new machine. Why? This machine has a low service weight, wide tires and articulated steering; an ideal machine for mowing narrow and small areas. The company developed its own mowing-extracting combination and was taken into service in Leeuwarden, Friesland.

Contact between 'Giant North' and Bijlsma dated from earlier times, when a technician visited the company on regular basis.



## THE AMERICAN 'GIANT' DREAM

Name:  
Spandet Dairy

Company:  
Large dairy farm in Texas  
USA



**In the first half of 2014 the first Giant crossed the big ocean. The USA is known for its extremes; the biggest machines and probably soon the most compact wheelloaders... A Giant V5003T was shipped to Texas to make hours on a large or better said, 'mega' dairy farm.**

Tobroco partnered up with two Dutch brothers from Texas. They're based in Hereford, also known as the 'beefcapital of the world'. They made a plan for the US market, where the 'skid steer' carries out most tasks a wheel loader does. That's going to change, though.

The first results are visible, with the first loader being delivered to a huge dairy farm in the Texas panhandle. The manager explains his acquisition of a compact wheel loader: 'the wheel loaders we know today are everything except compact. A compact wheel loader was unknown to us, too. Now we're very satisfied with this compact and multifunctional machine. We mainly use it to feed the calves and clean calf and heifer pens.

### Speed up!

Spandet Dairy: 'Momentarily we hold about 13.000 cows which means we need to travel relatively long distances. While a skid loader only does about 10mp/h the Giant does about 16 mp/h, which makes a big difference. This saves us time. The compact Giants are easy in use and you can quickly hop on-hop off and drive. The machine is ready for use within a few seconds. With its 360 degree visibility it's also safer than a skid steer.



## WHEELLOADER REPLACES TRACTOR

Name:  
Lars Rasmussen

Company:  
Dairy farm  
Rasmussen from  
Denmark



'Most feed-mixing wagons in Denmark are loaded by tractor with front-loader. This could end fairly soon.'

At least, that's what dairyman Lars Rasmussen from the northern part of Denmark thinks. In 2013 he invested in a new telescopic loader, a Giant V6004T Tele. The machine is used for nearly all chores on the farm.

'We looked for a wheel loader which was compact and easy in use', Lars explains. 'When we tried the Giant, we were enthusiastic. Besides, this loader reaches higher than our Case tractor with front loader. Also, when we compare with our tractor, the Giant uses 7 liters (1.8gal) less fuel'. The tractor consumes about 10 liters (2.6gal) per hour during loading work, while the Giant uses 3 liters (0.8gal) less. When the loader is used one hour per day it would mean a saving of 18000 Danish Crowns (about 2400 euros) per year. 'Take in regard we often use the loader more than one hour a day', Lars say.

He continues: 'We can easily handle two large bales with the Giant without losing control. We load about 14 tonnes of feed per day, at about 1200 running hours per year. We never expected the Giant to take over this much work.' He also points out the comforts of the wheel loader in comparison to the tractor: 'visibility is very nice compared to that of our tractor'.



## 35 MAAL GIANT IN 10 JAAR

Name:  
Jan van Vark

Company:  
Gehlmax rental,  
The Netherlands



An attractive advertising catalogue implicates Gehlmax Nederland B.V is one the most outstanding rental companies if you look at quality. Quality if you look at servicing and the machines they offer. And machines from Giant belong to their supply. There's over 35 machines with a Giant logo belonging to Gehlmax' rental fleet.

Jan van Vark, owner of Gehlmax for central Netherlands, explains where he wants to stand out of the rest. 'We are not just some rental business! A standard machine is something everyone can deliver. But because of our large choice of attachments/implements we're more of problem-solver than a standard rental company. Above that we give special attention to servicing; should our machine suddenly break down, we'll be there right away to help. 'We are also the official dealer for this region so we excell in technical service and sales', Jan says.

The company bought its first Giants in 2004. As of now they have 25 Giants in the rental business.

Jans tells us why he chose Giant: 'In 2004 I was looking for a compact wheel loader to expand my rental fleet and that's how I came upon Tobroco. The feedback from customers was positive. When we needed servicing, Tobroco was there for us. We had no need to buy a foreign brand'.



## THE FIRST FOREIGN DEALERSHIP

Name:  
Søren Nielsen

Company:  
Brdr. Holst Sørensen A/S  
from Denmark



'I was in contact with Toine Brock before the first Giant was produced', Søren Nielsen says (co-owner of Sørensen). The Danish agricultural equipment company had already sold a few Tobroco manure spreaders before Giant came in. In 2001 Sørensen became the first foreign Giant importer. In the meantime it has grown to one of the largest buyers of Giants.

Sørensen was established in 1963 by the Sørensen brothers Christian and Vagn Holst. They started importing tractors for the Danish market. In 1992 the brothers retired and a new company structure was established with 4 owners. The company now imports several well known brands, such as Case, Merlo, Venieri and Keenan.

With Denmark and Sweden being their markets with 40 dealerships, they are well known. The company found its ideal marketing mix for their country. By visiting shows, direct mailing and testimonials they reach a large part of their targeted customers.



## COMPACT CONSTRUCTION EQUIPMENT

Name:  
Gert den Hartog

Company:  
Den Hartog  
Bouwmaterieel from  
The Netherlands



Den Hartog Bouwmaterieel BV is specialized in the sale of compact machinery for surface, road and water works.

The company is official importer for the Benelux (Belgium, The Netherlands and Luxembourg) for Messers earthmoving equipment and Mikasa machines (NL only). The company is the main dealership for Giant wheelloaders and also sells HMPE (high quality thermoplastic). A unique aspect of Den Hartog is 'Materieel Veilingsservice Montfoort': an auction service for the sale of machinery.

### Giant Magazine: how did you come upon Tobroco and how do Tobroco products fit in your product range?

Gert den Hartog: 'In 2002 we met the Tobroco Company at a show. Giant matches our services perfectly because of our ties with livestock holders, custom businesses, rental businesses and landscapers. In all sectors Giants are famed for their high lifting capacity and extensive model range'.



## TO FIRST PLACE WITH NEW, HEAVIER MACHINES

Name:  
Karel Beel

Company:  
Beel from Belgium



When we spoke with Karel Beel, owner of Firma Beel and Giant importer for Belgium, the corn harvest was already going on in full force. During the few phone calls with this busy businessman he explains how Beel got in touch with Giant: 'Somewhere in the early years of the last decade I was told there would be a new manufacturer of wheelloaders in The Netherlands. We started looking and we found Tobroco. In 2002 we got the first Giant into Belgium: machine number 8.

### **Giant Magazine: 'How do Giants perform against competitor products in Belgium?'**

Karel Beel: 'We don't have any real statistics, but I believe we're at second place now. Tobroco has announced they will produce heavier machines. Once these machines hit the market, I'm first place will come a lot closer. Especially Wallonia (southern Belgium) has a high demand of 70 to 80 hp machines. The new models Tobroco is bringing forth will definitely turn heads. We already have a nice range of machines and attachments.'

### **Giant Magazine: 'What is your special trick to get people interested in Giant machines?'**

Karel Beel: 'We are the official importer of Tobroco Machines since 2011. Since then we expanded our network. For Wallonia we now have a fulltime co-worker working on that part of the market. Another advantage for us the fact Tobroco Machines is only an hour-and-a-half away from us.'



## ARCTIC GIANT

Name:  
Vladislav Davidov

Company:  
KLG Limited from  
Moscow, Russia



One of Tobroco's challenges was designing a multifunctional machine for road construction in the extreme coldweather climate of Siberia.

At a construction show in Moscow, the Russian Giant distributor (KLG Limited) met the CEO of a large road construction company based in Urengoy, Siberia. This man was looking for an all round machine capable of doing multiple communal services, such as street construction and keeping the roads snow free. No big deal for Giant, wouldn't it be for temperatures as low as - 40 degrees celcius (- 40 °F). The machine had to be equipped with many extras like a heated fuel tank, special batteries, cabin protection and heating of coolant and hydraulic fluids. Finally the construction company purchased 4 machines of the special 60hp V5003T ARCTIC type.

### **How is servicing done?**

The extreme conditions make for an extreme challenge. What if a part needs to be fixed or replaced, what if extensive servicing is needed? 'Small things like replacing a filter is done by the company itself, but when something breaks down we order the parts at Tobroco', Vladislav Davidov says. 'KLG puts a technician on a 3.5 hour flight to fix the problem. Not the ideal situation, but servicing is important to us.'





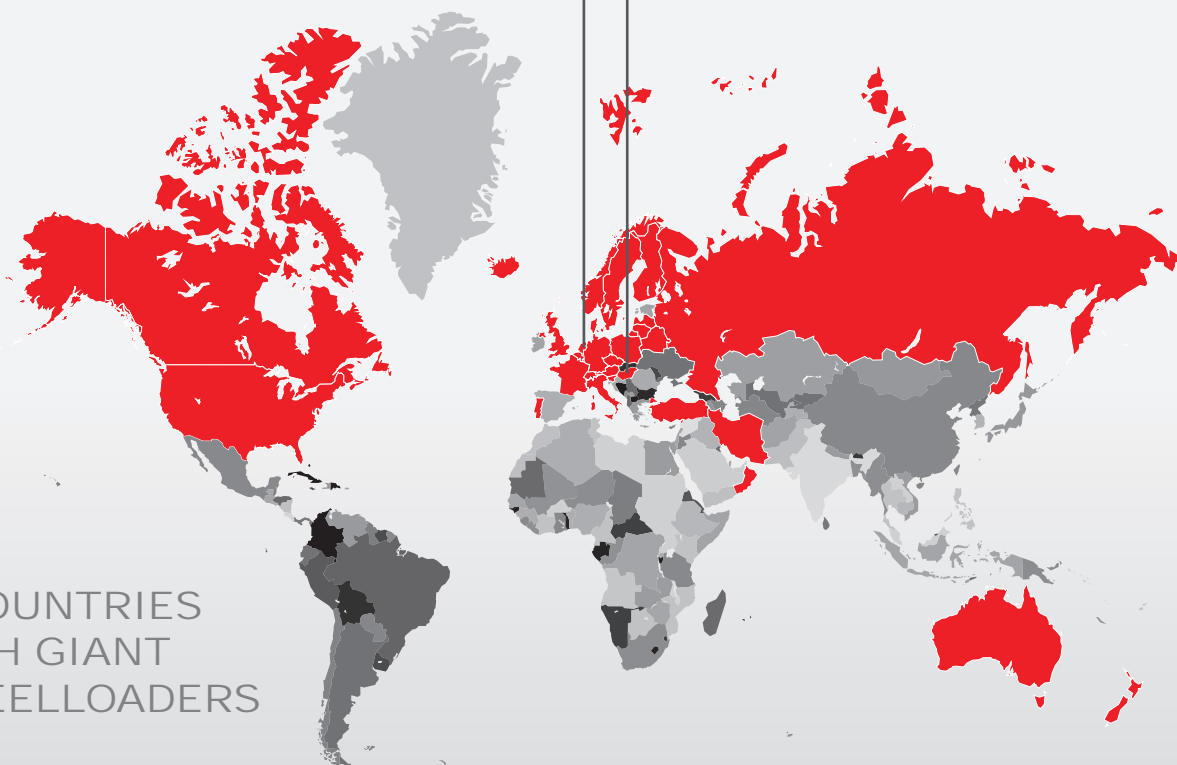
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