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2018 PRSA PRIME awards

Category number: T14

Category name: Technical Writing

Entry title: Get a Handle on Heavy Equipment Fluids

Background

Doosan Infracore North America (Doosan) is a manufacturer of heavy construction equipment and sells it through a dealer network in the United States and Canada. The trade media, specifically publications, is a key partner in promoting Doosan equipment to construction firms and individuals who purchase equipment at those firms.

One of the challenges faced by construction companies today is how to properly store and handle fluids used in heavy equipment. If it is not handled properly, it can lead to premature wear, including critical components inside the machine, and contribute to machine downtime. Machine downtime means the contractor cannot use the machine and will likely fall behind on a project. It could result in thousands of dollars of lost revenue if the machine is not functional for an extended period of time.

The goal of this tactic was to educate construction business owners on the proper way to store and handle fluids used in construction equipment. The target audience was business owners, and a secondary audience was equipment operators.

Strategy

The objective was to educate contractors and readers of Construction Business Owner magazine on the proper method to store and handle machine fluids in the March 2018 edition. The magazine goes to an audited circulation of 40,279 subscribers who are involved in the construction industry as business owners.

The strategy used to educate them was an article written by Allison Grettenberg, on behalf of Aaron Kleingartner, our client, and the Doosan marketing team.





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Implementation

We began working on this topic in fall 2017 and did an interview with the Subject Matter Expert (SME), Aaron Kleingartner, in November. Two Rivers Marketing associate Allison Grettenberg wrote the story and provided it to Aaron for his approval in December. It was submitted to the magazine editor, on behalf of Doosan, with high-resolution images in early January 2018.

The article was titled “Get a handle on heavy equipment fluids.” In the article, spokesperson Aaron Kleingartner helps explain the various types of fluids used in construction equipment and he provides tips to properly store and handle the fluids. While the article was geared toward equipment owners, the secondary audience was equipment operators. They are typically the individuals who perform day-to-day maintenance of construction equipment when it’s on a jobsite.

The budget for the article, not including photography, was \$1,500.

Evaluation

The article was published in the March 2018 issue of Construction Business Owner magazine. It’s part of an ongoing series called Equipment Matters – an editorial partnership between the publisher of Construction Business Owner magazine and Doosan Infracore North America. The magazine reaches more than 40,000 monthly subscribers in print. It also appeared on the magazine’s website. The publisher reports more than 42,000 unique website visitors each month (as of June 2017).

Our Doosan content team at Two Rivers Marketing shared a link to the online story via the Doosan Facebook page on May 1, 2018. The post reached 1,384 people, according to the Facebook business manager for Doosan Equipment.

One of the challenges we face with articles like this is measuring the success beyond the magazine’s circulation, website impressions and social media reach. We do not have funds available to conduct research with this audience to determine if the tactic was successful.



Get a Handle on Heavy Equipment Fluids

5 tips for managing fuel, oil & coolant to help extend machine life

BY AARON KLEINGARTNER

Fluids—particularly diesel fuel, diesel exhaust fluid (DEF), engine and transmission oil, hydraulic fluid and coolant—are your machine’s lifeblood. These fluids require exceptional care, especially as equipment continues to be manufactured with sophisticated technologies.

1. READ THE MANUAL

When it comes to maintaining and selecting equipment fluids, follow the manufacturer’s Operation & Maintenance Manual. The manual explains in detail the machine’s maintenance points and lists suggested fluid intervals and recommended original equipment manufacturer (OEM) fluids.

Make sure your operators also follow instructional decals and safety measures outlined in the manual. Some manufacturers strategically place decals with the recommended service intervals on heavy construction equipment. Ideally, you and your operators should request proper maintenance training from your local equipment dealer, and familiarize yourself with decals and key maintenance points on machines.

2. FOLLOW STORAGE PROCEDURES

When storing diesel fuel, oils, coolants and hydraulic fluids, the last thing you want is water, dust and debris in your storage tanks. These contaminants can degrade a fluid’s



chemical structures and lead to pump, filter and injector problems. All machine fluids should be handled in a dedicated fluid containment area and stored in a manner that maintains a maximum level of cleanliness.

When handling fuel, oils and fluids, make sure to follow these general best practices.

- Any fluid entering a storage tank should pass through a dispensing filter.
- Keep fluids tightly closed in a dry, well-ventilated place.
- Carefully reseal open containers and keep them upright to prevent leakage.
- Always observe label precautions and follow safe handling procedures.
- Wear protective equipment to reduce

the oils and fluids that are absorbed into skin and to keep components clean.

Be cautious when storing DEF to help reduce contaminants such as dirt and dust when working in earthmoving applications. Try to fill the DEF tank directly from the DEF container. If you are using a funnel or intermediate containers, make sure they’re clean and only used for DEF. Contamination can damage the catalyst in your selective catalytic reduction system and cause you to use more DEF than is needed. Purity is critical, so work with a local dealer to better understand how to store and handle DEF. Every 6 months, you or a professional diesel fuel

cleaning and inspection service should test supply tanks for contaminants. If significant amounts of water or sludge are found, the entire tank should be drained and cleaned. To help monitor your supply tank, maintain a preventive maintenance log that includes maintenance history, filter changes and particle counts.

3. EVALUATE DELIVERY METHODS

Getting equipment serviced in the field using clean, contaminant-free fluids is critical to avoid damaging machine parts and critical system components, resulting in machine downtime and shortened component life.

Fortunately, fluid distributors and mobile lubrication vehicles can provide you with a choice of efficient fluid delivery methods. They offer a clean, dirt-free environment that can successfully reduce contaminants that might otherwise be introduced into machine components. Depending on what

fluids are needed, the distributor or dealer will determine which type of mobile lube vehicle best fits your operation.

4. DEVELOP A PROACTIVE SYSTEM

To best identify minor issues before they become major repairs, develop a proactive maintenance program executed by trained service technicians. Addressing issues during regular maintenance helps to avoid the domino effect—triggered by a machine breakdown—that forces downtime and results in rush-rate repairs.

One of the biggest advantages to utilizing dealership service teams is having trained technicians with access to the latest information, resources and tools. They can complete calibrations and check diagnostics with tools and software that are typically not available to customers. Machines equipped with telematics allow your dealership to monitor machine activity and location, and

they provide visibility to machine hours, so you can properly schedule maintenance.

5. CONSIDER FLUID ANALYSIS

Finally, protect your equipment with a fluid analysis program. Some manufacturers offer a program that will test small samples of engine oil, transmission oil and coolant to identify the overall condition of the fluids as well as any contaminants. The report can give you a heads-up on machine condition.

By following these simple steps, you can prolong component life, reduce maintenance costs and keep your equipment running successfully on the jobsite. **CBO**

Aaron Kleingartner is the marketing manager for Doosan Infracore North America LLC headquartered in Suwanee, Georgia. Kleingartner has 15 years of product development, analytics and strategic marketing experience with Doosan. Visit doosanequipment.com.



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