

# Eales steers EA's evolution

RENAMING a long-established and successful business like Excavators Australia was a bold move, but EA Hire Equipment managing director Laurence Eales said the change had been necessary to reflect the company's growing diversity.

According to Eales, the name Excavators Australia no longer embodied the service the company provided. "We felt it necessary to move with the times and instigate a name that would represent what we really provide, which is a complete hire equipment service," he said.

Eales said the new name, logo and website signified the evolution of Excavators Australia from a niche hire business specialising in excavation to one of Australia's largest wet and dry hirers of heavy plant and equipment – providing not just excavators but total equipment solutions to the rail and road, civil construction, mining, quarrying and tunnelling industries.

"Our fresh new look is important in letting the industry know that we too are evolving and have expanded as a business," he said. "It's important that our brand communicates the message that we are not just excavators but the complete hire and service package."

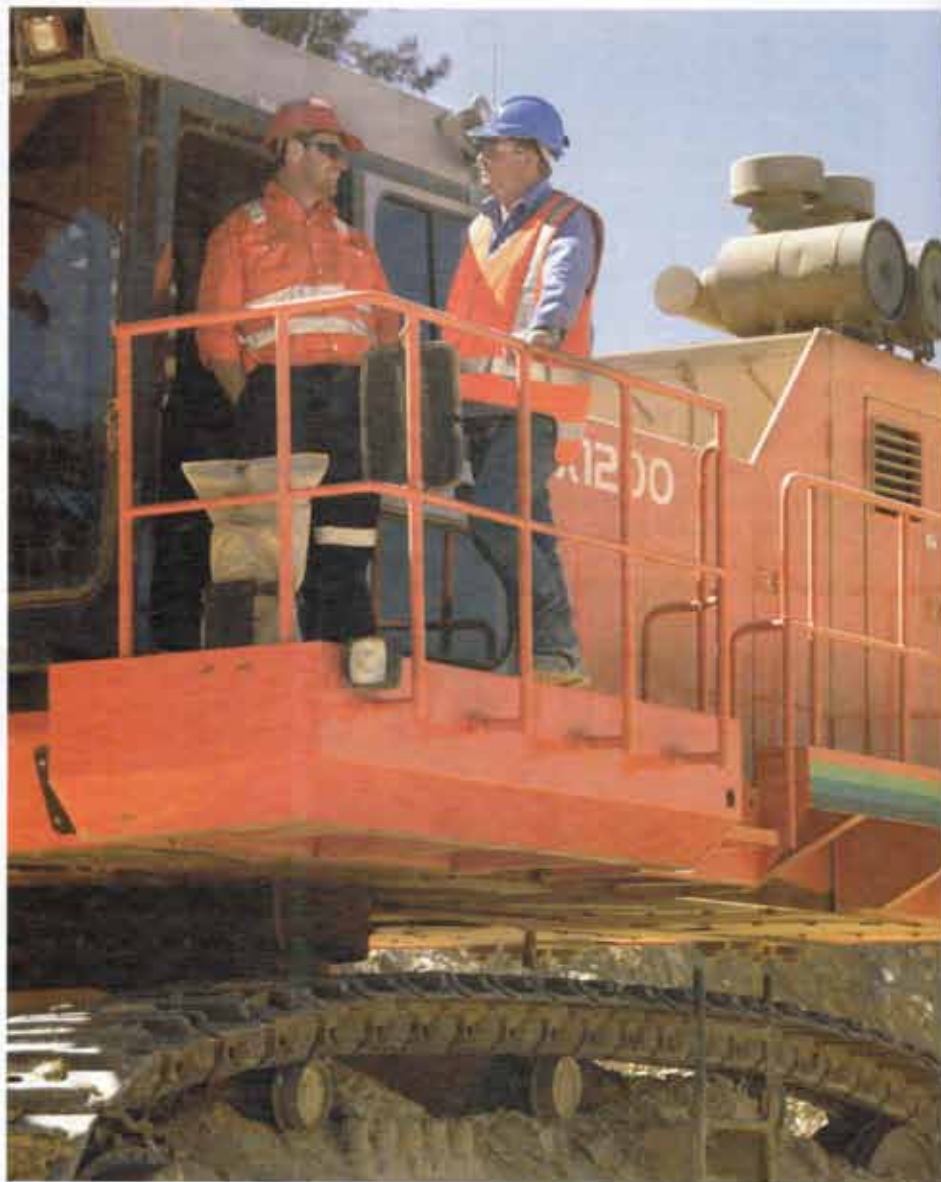
"We have diversified to have control over every aspect of the hire business and to ensure all our customers get the best service possible. This includes running our own heavy equipment haulage fleet, wet hire operators, field supervisors and refuelling trucks."

By running its own heavy haulage fleet, EA Hire Equipment aims to ensure complete control over cost and timing on delivery of plant and equipment to site. "By controlling our own fleet, our machines are always delivered on time anywhere in Australia," Eales said.

He said that after the machines were delivered, EA Hire Equipment's team of field supervisors ensured that machines and operators continued to work at optimal performance.

According to Eales, one of the keys to EA Hire Equipment's success was its philosophy of providing the industry with a flexible service – not placing limits on where equipment or operators could go, and moving where the work and/or equipment was needed.

That philosophy, along with the company's diversification program, had earned the company a reputation of reliability, and of always being able to deliver to the construction and mining industries, he said. EA Hire Equipment's clients include Thiess John Holland, Boulderstone Hornibrook, Leighton Contractors, BMD Group



The complete package: EA Hire Equipment MD Laurence Eales (right) with operator Robert Keogh.

and Abigroup. The company's machinery can be found on major projects such as Victoria's EastLink, Queensland's Gateway project and Tugun Bypass, the Hume Alliance and Shannon Creek storage dam in New South Wales.

"It's important to develop relationships," Eales said. "Our clients know that they can trust our equipment and service. And most importantly, with the majority of work these days being wet hire, they know that our operators can deliver."

Eales said EA Hire Equipment was the only hire company in Australia that would custom engineer an attachment to suit a client's specific needs – a service that could make a difficult job significantly easier.

"The working knowledge of our operators in the field is an invaluable tool to clients," he said. "Where clients see a problem, we see a challenge to solve it in the most time efficient way, and often that requires manufacturing a specifically designed tool." PH