

February 2010 Fleet Updates

More Than Just A Rental Store

Rent Ver\$u\$ Buy...



So why rent, instead of buy equipment for the jobsite?

- You can roll the cost of the rentals back into the cost of construction.
- **Maintenance Costs** are more than you think (mechanics, time, tools, oils, filters, fuel tanks...).
- **Extra Labor Cost** associated with owning equipment, i.e. when you're done with rental, just call to stop the rent and the operator goes home. When you own the equipment the operator has to stay on the clock to load, help transport and unload the equipment. The same process happens the next day when the operator has to clock on early to load and unload. In addition, the equipment needs to be greased and all fluids are checked to start the day.
- **Storage Space** you'll need a shop or garage to store your equipment.
- **Transportation** you need a truck and trailer to haul the equipment, or hire it out.
- **Cost of breakdowns** when your machine breaks down, you will still have to rent until it's up and running again, costing more money.
- **Monthly Payments** still need to be made on inactive equipment but you only rent when you have work.
- **Licenses and Fees** plus renewals, trip permits, etc...

Focus on the job, save \$\$\$ & leave the equipment to us!

Check our extensive fleet, daily specials & equipment for sale at:

birchequipment.com

ARA Will Give \$30,000 in 2010/2011 Scholarships...

Do you know someone pursuing an education related to the rental industry at the graduate, undergraduate or technical/vocational level? The **ARA Foundation** is awarding scholarships for financial assistance:

- \$3000 to the top applicant
- 10 @ \$1000 each for technical/vocational students
- 10 @ \$2000 each for undergraduate students
- 2 @ \$2000 each for graduate students

Applicants must be associated with the rental industry (either with a rental operation or manufacturer/supplier of rental equipment), and be either a current employee or a family member of a current employee.

Applications for the 2010/2011 academic year are now available online at www.ARAfoundation.com - deadline for applying is May 1st.

Equipment Highlights...



Airless Paint Sprayers:

- Sprays almost 1/2 gal/minute (.47gpm)
- Stains, lacquers, enamels, oil & latex.
- 110v or 220v DC motor
- Lightweight at only 32lbs
- Used pricing starting @ \$349.00



High Weed Mowers:

- Capable of cutting through 1-1/2" trees, high grass, brush, and weeds.
- 13HP motor with 3 forward speeds.
- Low center of gravity & knobby tires for better stability in all terrains.
- Used pricing starting @ \$1099.00



Aerators:

- Pulls plugs out of grass up to 3" deep
- Best used in conjunction with a lawn Thatcher.
- For best results, aerate in Spring & Fall.
- Used pricing starting @ \$749.00



Thatchers:

- Helps get nutrients to the roots of grass & promote healthier grass growth.
- Thatching speeds up the breakdown of plugs produced by the aerator.
- 18" operating width / 26.5" overall width
- Used pricing starting @ \$299.00



2500-4000 PSI Gas Pressure Washers

- Great for home & light industrial - paint removal, surface prep, driveway cleaning, etc.
- Comes with 4 nozzles
- Lightweight/on wheels for easy transport
- Used pricing starting @ \$379.00



3000 PSI Hot Water Pressure Washers

- Trailer mounted for easy transport
- Best suited for the removal of grease & oil; works great for cleaning equipment.
- Used pricing starting @ \$4500.00

Detergent/Chemical Attachments:

- Great for algae cleaner for use on vinyl siding, drive ways & fences.
- Clean industrial equipment.

18' Extension Wands:

- Reach upper levels without scaffolding or a ladder.

Rotary Cleaners:

- Eliminates overspray & zebra striping.
- Use with cold or hot water pressure washer.
- Saves time when cleaning flat surfaces.

For more equipment info go to birchequipment.com



February is Heart Health Month

Know Your Signs and Symptoms...

Some heart attacks are sudden and intense; however, most start slowly, with mild pain or discomfort. Often people affected aren't sure what's wrong and wait too long before getting help. Here are signs that can mean a heart attack is happening:

- **Chest discomfort.** Most heart attacks involve discomfort in the center of the chest that lasts more than a few minutes, or that goes away and comes back. It can feel like uncomfortable pressure, squeezing, fullness, or pain.
- **Discomfort in other areas of the Upper Body.** Symptoms can include pain or discomfort in one or both arms, the back, neck, jaw, or stomach.
- **Shortness of breath.** May occur with or without chest discomfort.
- **Other signs:** These may include breaking out in a cold sweat, nausea, or lightheadedness.

Recognizing a Stroke...

A neurologist says that if he can get to a stroke victim within 3 hours he can totally reverse the effects of a stroke. The trick is getting a stroke recognized, diagnosed and then getting the patient medically cared for within those 3 hours! Here are four simple questions to ask that will identify a stroke:

- **S*** - Ask the individual to SMILE
- **T*** - Ask the person to TALK - Coherently speak a simple sentence
- **R*** - Ask him or her to RAISE BOTH ARMS
- **Stick out Your Tongue** - Ask the person to stick out his/her tongue...if crooked, goes to one side or the other, that is another indication of a stroke.

Improve Your Heart Health...

- **Quit Smoking:** If you don't smoke, don't start!
- **Eat a Healthy Diet:** Chocolate & Red Wine are okay - in moderation of course.
- **Exercise:** Try for at least 30 minutes, 4x / wk --- start a home improvement project & you'll definitely get enough exercise.
- **Laugh Often:** Laughter, along with an active sense of humor decreases stress hormones and studies indicate it may help prevent heart disease.

DO-IT-YOURSELF! [with a little help]

Birch has the largest fleet of tools & equipment in NW Washington.

1. Laying a new Patio?

Compactors: for ground preparation and paver settling.

Concrete Mixing and Pouring Tools: A full line of mixing, framing & finishing tools.

2. Sprinkler System?

Trenchers: Walk-behind or mounted on a Skidsteer or Dingo.

Mini Excavators: Powerful Kubota Excavators that can fit through garden gates.

Pipe-cutters & threaders: For sizing & connecting your pipe.

3. Color Makeover?

Paint sprayers: Paint quickly with our professional airless paint sprayers.

Ladders: Step Ladders up to 14' & extension ladders to 40'.

Scaffolding: See one of our helpful customer service reps to build you a scaffolding package that can reach any height.

Boomlifts & Scissorlifts: Painting more than one story? Birch has towable & self-propelled boomlifts, and electric & rough terrain scissorlifts to help you get your house painted quickly.

4. Lawn Maintenance?

Aerators: Make sure the fertilizer can do its job with an aerator - allows water & nutrients to get right down to the roots.

Sod Cutters: Make room for a path, sidewalk, garden or flower bed with an 18" wide sod cutter.

Thatchers: Get rid of your dead grass quick.

Lawn Rollers: Easy to transport & use --- fill with water & roll, also has ability to attach to small ride-on lawn mower.

Dump Trailers: Haul away all the old stuff & bring in some fresh soil or bark.

5. Garden Prep?

Tillers: Try our powerhouse rear tine tillers - you'll get your job done in half the time! Just a small raised bed? Use a power head with tiller attachment.

Stump Grinders: Tired of looking at or decorating over that old stump? We've got the machine to do the job!

Tools: Shovels, wheelbarrows, hedge trimmers, pruners, leaf blowers, hoes, rakes, garden gloves, safety/sunglasses & more for your convenience!

Organic Soils: Special mixtures for plants, flowers, or general.

6. Unruly Weeds?

Weed Eaters: String attachment for normal weeds & blades for those stubborn ones.

High Weed Mowers: Cut tall grass down to size.

Lawn Mowers: For regular lawn cutting.

7. Spring Cleaning?

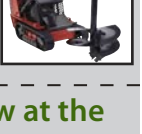
Carpet Cleaners: Upholstery attachments & a full line of cleaning solutions are available.

Vacuum Cleaners: Wet/Dry & Carpet Extractors

Pressure Washers: Electric & gas cold pressure washers up to 4,000 psi. Trailer mounted hot pressure washers to 3,000 psi.

8. Special Projects? Have a project planned & need help with how to get it done? Call any store or check our website at

birchequipment.com



Looking for a last minute Valentine gift?

Birch has the perfect gift for your Valentine! From gift certificates to gardening supplies...help get that 'Honey-Do' list done, leaving more time for fun!



Equipment Demos & New Spring Products at the NW Washington Home & Garden Show at the NW Washington Fairgrounds in Lynden - March 5th - 7th, and Birch's Spring Kickoff in May...

Be sure to stop by **Birch's booth #51** for Home Show specials. Check out the incredible new products hitting Birch stores this Spring.

- Get info on 'Do-it-Yourself' home repairs
- Blow out pricing on select items at the Home Show only!

Stay tuned for more details on our **'Spring Kick-off'** in May when we'll be rolling out a tremendous amount of product, including:

- Organic gardening products
- Hand tools
- And as expected, we'll be adding more quirky gift items!

We'll have hands-on demos covering all of the tools & equipment used in 'Do-it-Yourself' home improvement projects so you can get a jump on the list this Spring and have more time to play this summer!