

## January 2010 Fleet Update

More Than Just A Rental Store

# 2010... Brings New Rental Software & 24-Hour Customer Portal

Birch has switched to a new computer rental system as part of a series of upgrades. The final phase will occur when we launch our web-based customer portal in the next few months. This customized portal will give customers 24-hour access to their account and activity with Birch...another example of how your local equipment rental company operates with globally ranked capabilities.



Some of the immediate reasons and goals for making changes are:

- The system is a more flexible Windows-based system vs the more static Unix-based system
- Statements and invoices will be easier to understand
- Invoices, statements, quotes, reservations, and more can be emailed directly to your inbox
- We can better maintain your rental history and help plan for your upcoming needs
- We can more efficiently let you know about safety supply and product sales
- In addition to tracking our equipment maintenance in a better Windows format, we can track the scheduled and spontaneous services and maintenance we do for our customers' equipment, and we can notify you when your equipment may be due for service.
- Integration with our GPS-enabled delivery system
- Better integration with our computerized mobile tool rooms and remote site systems
- Better integration with our GPS-tracked equipment

With Birch's new system in place and the new year upon us, we'd like to encourage all of our customers to take a moment to update your information on file at Birch.

[Click here](#) for a form. Please fax completed form to 360.734.6873 attn: Cara Buckingham or email to [info@birchequipment.com](mailto:info@birchequipment.com)

### Upcoming Equipment Safety Training...

Weekly training classes, covering everything from demo saws to pressure washers to tile saws to dingos and more, are open to the public FREE of charge.



From the weekly equipment training to monthly Train-the-Trainer classes, Birch has you & your crew covered. Train-the-Trainer classes are instructed by certified Birch staff and factory reps, combining classroom instruction with extensive hands on equipment training. Participants will be certified to provide the necessary training to qualify employees as Genie scissorlift & boomlift operators, and Gehl reach forklift operators.

The following 30 - 45 minute training classes start at 10am in Whatcom County and 1pm in Skagit County:

February 4th - Dingo's and Trenchers

February 11th - Chippers

February 17th @ 9am -

- Gehl Train the Trainer - Skagit County
- GenieTrain the Trainer - Whatcom County

Classes are scheduled out for the year ... check out the training calendar on the Birch website at: [birchequipment.com](http://birchequipment.com)

### Equipment Specials...



Pallet Jacks

New @ \$339.00

Multi-Purpose Scaffolding

Special @ \$199.00

Atlas Thermal Gloves

Special @ \$4.59



Miller XMT 304  
Welders

Starting @ \$1499.00

100' Light Strings  
w/bulbs

As low as \$109.99

LN-25 Wirefeed  
Welders

Starting @ \$1149.00



Generators  
1300W - 8.5KW

Starting @ \$299.00

Extension Ladders  
24' to 40'

Starting @ \$139.00

Propane Heaters  
30K - 375K BTU's

Starting @ \$69

Looking for a certain tool or equipment? Check out our website and if you don't see what you're looking for, call us, we'll find it!

[birchequipment.com](http://birchequipment.com)

Here are a couple of great ways to save on your next rental at Birch and additional savings for purchases at other local businesses...



- Sustainable Connections 2010 'Buy Local, For Less' Coupon Book - available for \$12 at Birch stores. Save on products, services, food and fun! Over 260 coupons for the BEST local and independently owned businesses in NW Washington.
  - Anacortes Coin - redeemed at Birch stores. A new program with over 40 local businesses participating. Each business offers a special savings to customers redeeming the Anacortes Coin. Stop in to Birch's Anacortes location to start saving with your coin today!
- For more info on these programs contact any Birch store.

## Did you make a New Years resolution?

We think that these recommended portion sizes must be a joke...check out these comparisons!



- 1/4 of your plate whole grains - size of a cd
- 1/4 or less of your plate lean meat or protein - size of a deck of cards
- 1/2 of your plate should be fruits & veggies - size of baseball or computer mouse

Our answer is everything in moderation, & when you want to splurge, go for it!

## 2009 Toys for Tots wrap up...



2009 marked the 12th consecutive year that Birch stores in Washington served as collection sites for the U.S. Marine Corps 'Toys-4-Tots' toy drive. Birch employees and customers have contributed over 2000 toys for underprivileged children in our communities.

Birch would like to give a special thank you to the following for their generous donations:

- Sudden Valley Women's Club - 2 giant bags of asst toys
- Andrea Ruback - \$100 worth of asst Birch toys
- Midge Dawson - \$100 worth of asst Birch toys

Thank you to all that donated & volunteered their time.

## Birch Provides Full-Service Maintenance & Repairs

Need service for your equipment but not sure where to go? Birch has a full service shop with experienced, factory trained & certified mechanics that are experts in preventative maintenance, annual inspections, major repairs and engine services on:

- Forklifts - Industrial, Reach, Rough Terrain
- Aerial - Boomlifts, Scissorlifts, Personnel Lifts, etc.
- Earthmoving - Tractors, Dozers, Excavators, Loaders, etc.
- Pressure Washers - Hot & Cold
- Lawn & Garden - Lawn Mowers, Augers, Stump Grinders, etc.
- Compaction - Rollers, Jumping Jacks, Rev Plates, etc.
- Concrete - Power Trowels, Vibrators, Breakers, etc.
- and much more.



### How does it work?

- **Bring it in** - Birch's main shop facility is located on Kentucky Street in Bellingham. Delivery services are available if needed.
- **Stay on site** - Birch makes 'house calls', so you don't have to make the trip.
- Assessment and quote ready within two business days.
- On approval, necessary parts will be ordered - repair & service starts once parts arrive.
- Mechanics complete a thorough 31-point inspection on all equipment before being returned to the customer.

**Need Parts?** Birch is an authorized dealer for many major manufacturers.

Birch performs routine maintenance and repair services on everything that we rent or sell, as well as our mobile, on-site repair services. Birch minimizes downtime on equipment through the efforts of our well-trained and professional maintenance staff and our comprehensive maintenance and safety inspection program. Every item we rent is thoroughly inspected and tested after each rental to ensure that our customers have the most reliable equipment available to complete their jobs as quickly and efficiently as possible.

Want more info or need to set up an appointment to have equipment repaired? Contact any store or [shop@birchequipment.com](mailto:shop@birchequipment.com).



NW Washington Home & Garden Show

March 5-7, 2010

at the Fairgrounds in Lynden

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

- Play a game, win a Birch t-shirt
- Enter daily drawings for Birch prize packs
- 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 mid-April 'Spring Kick-off' 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 of our quirky gift items!

We'll have hands-on demos covering all of the tools and equipment used in those '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!