



Family Owned and Operated Since 1890

Global Sales Meeting 2018

Selling Hilliard Products

OVERVIEW

- How to Sell
- Where to Sell
- When to Sell
- The Competition

Product Updates

- Stainless Steel Compartment Tops
 - Corresponding Stainless Trim Pieces
- Stainless Steel Access Ladders
- Pump Module Steps
- Cab/Body Crush Alarm

SELL MID MOUNTED AERIALS!

- Lower OAH's
- Lower Over All Weights
 - Operating Costs
- Low Center of Gravity
- Clear Windshield View
 - Lower Turntable
- Don't Have to Back Into Target Building

WHEN TO SELL – “SMALLER” CAREER DEPT

- Staffing/Funding
- Multi Purpose Quint Package
- Engine Company w/ a Ladder



WHEN TO SELL – VOLUNTEER/COMBINATION

- Staffing/Funding
- Do More w/ Less



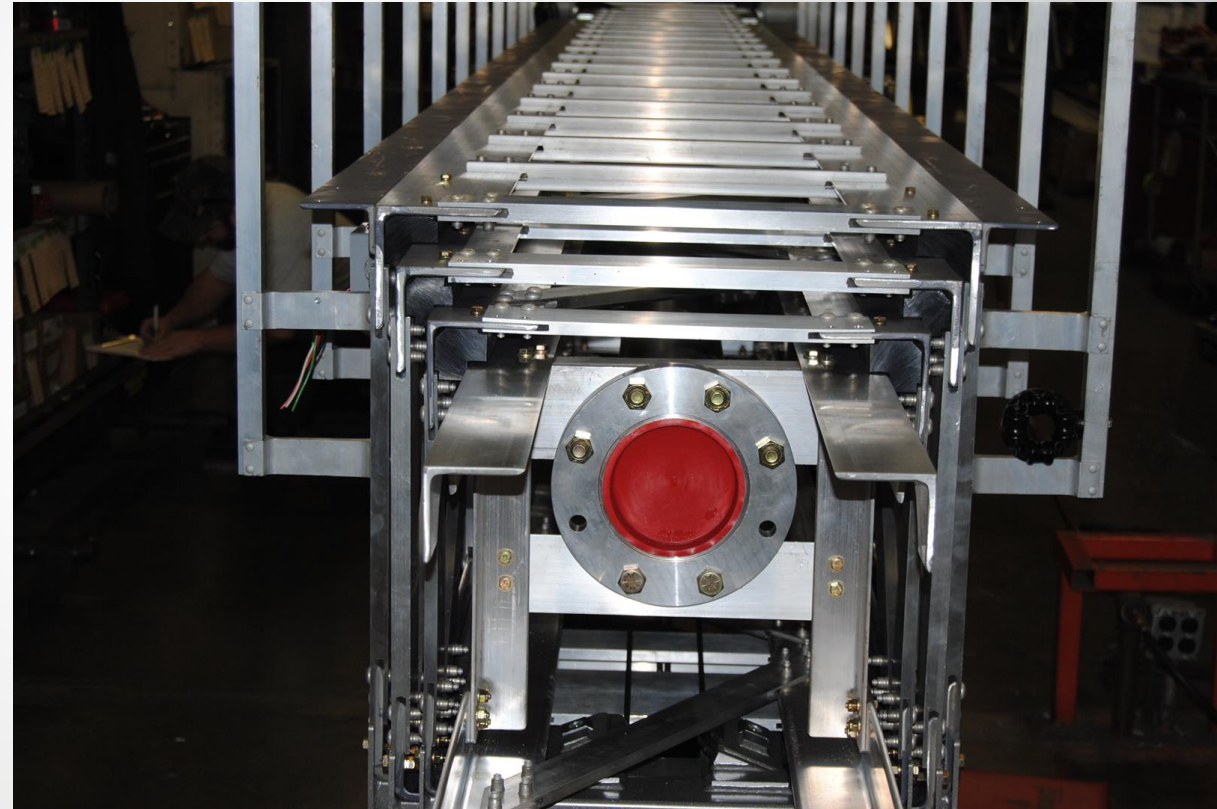
TRAVEL HEIGHTS

- Smaller/Older Fire Houses
 - Angle of Approach/Departure
- Bridges
 - SL75's & SL100's – 10' OAH
 - SP70 & SA75's – 10'10" OAH



SUTPHEN CONSTRUCTION

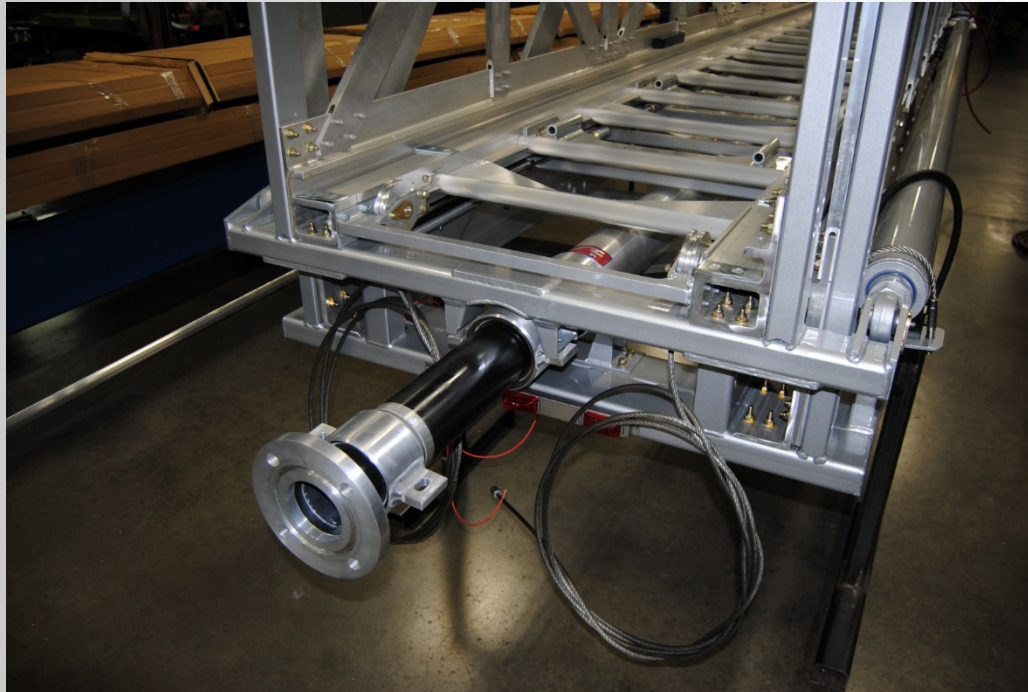
Box Boom Design (SP70/SA75)



Box Boom Design (SP70)



Box Boom Concepts (SL75/SLR75/SL100)



Box Boom Concepts (SL75/SLR75/SL100)



Huck Bolted Aluminum Ladders

- No Welding
 - Less material – Less Weight
- Simplified Repairs
- Lacings/Rungs Field Replaceable

Stainless Steel Body

- Stainless Steel Subframe
- Stainless Steel Pump Module
- Stainless Steel Hinged Doors
- Stainless Compartment tops
 - Less Water Intrusion
- Bolted body – Ease of Construction/Repair
 - Less weight!

Operational Selling Points

- Single Set of Stabilizers
- 16' spread
- Single Button Operation
- Speed and Simplicity



Operating Envelope

- Tip Load Dry – 1,000#
- Tip Load Wet – 750#
- No Envelope Restrictions
 - No Load Charts
 - No Electronic Lock Outs
- Crush Alarm (Audible and/or Visual)
 - “Allows” Crush

Operating Envelope



HP75 LADDER			
RATED			
VERTICAL HEIGHT: 75 FT. (22.9 M)			
HORIZONTAL REACH: 67.8 FT. (20.7 M)			
RATED LOAD CAPACITIES			
 = 250 LBS (113 KG)			
1000 GPM WATER STREAM OPERATION			
ELEVATION ANGLE	-8 TO 76		
TIP LOAD (# PEOPLE)	  (2)		
LADDER OPERATION TIP LOAD ONLY			
ELEVATION ANGLE	-8 TO 40	41 TO 76	
TIP LOAD (# PEOPLE)	  (2)	   (3)	
LADDER OPERATION EVENLY DISTRIBUTED LOAD INDICATES # OF PEOPLE AT TIP			
ELEVATION ANGLE	-8 TO 30	31 TO 45	46 TO 76
DISTRIBUTED LOAD	  	    	       
(# PEOPLE)	(3)	(5)	(8)
NOTE: CAPACITIES ARE GOVERNED BY THE FOLLOWING:			
* APPARATUS SET UP ACCORDING TO OPERATING INSTRUCTIONS.			
* LADDER FULLY EXTENDED AND UNSUPPORTED, 360 DEGREES CONTINUOUS ROTATION			
446926			

Manpower / Staffing / Ergonomics



Engine Company Capabilities



Manual Controls!



Fire Ground Access



Fire Ground Access (Cont.)



Fire Ground Access (Cont.)

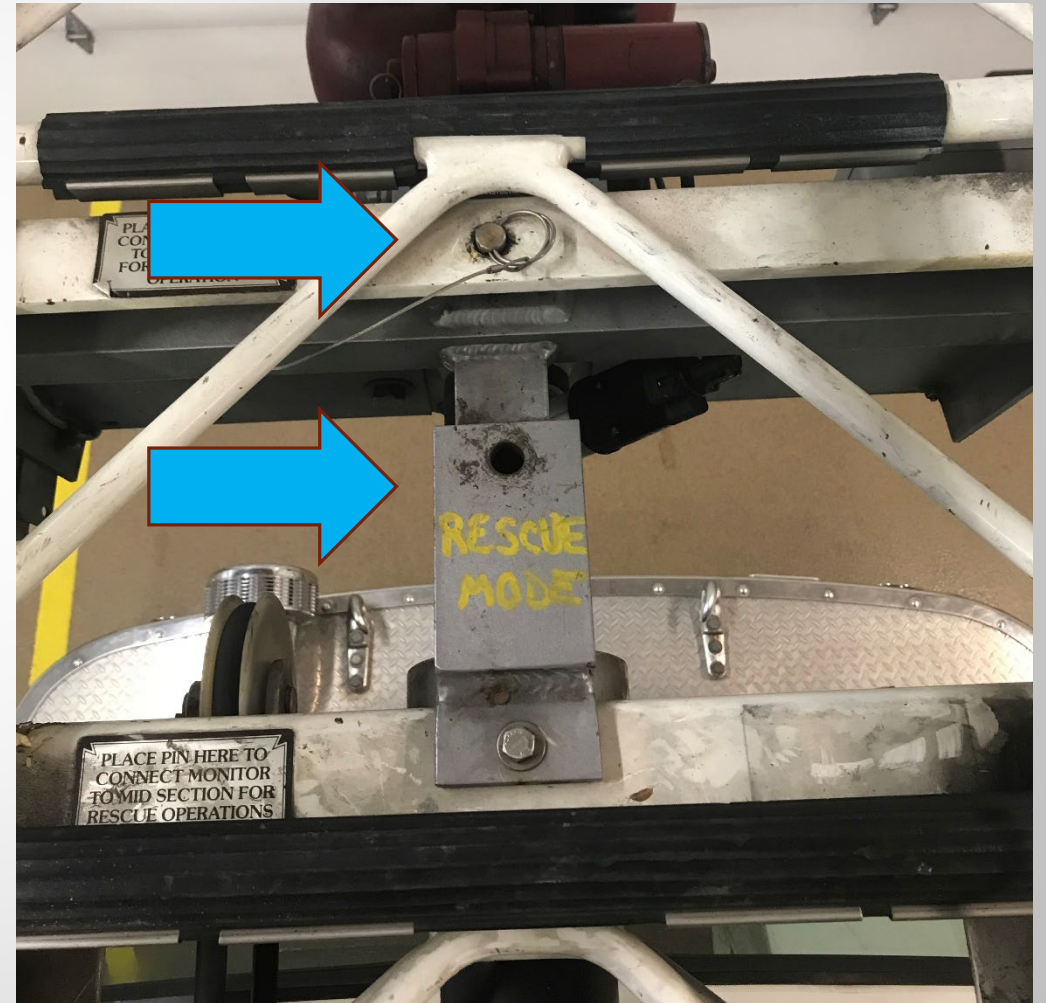
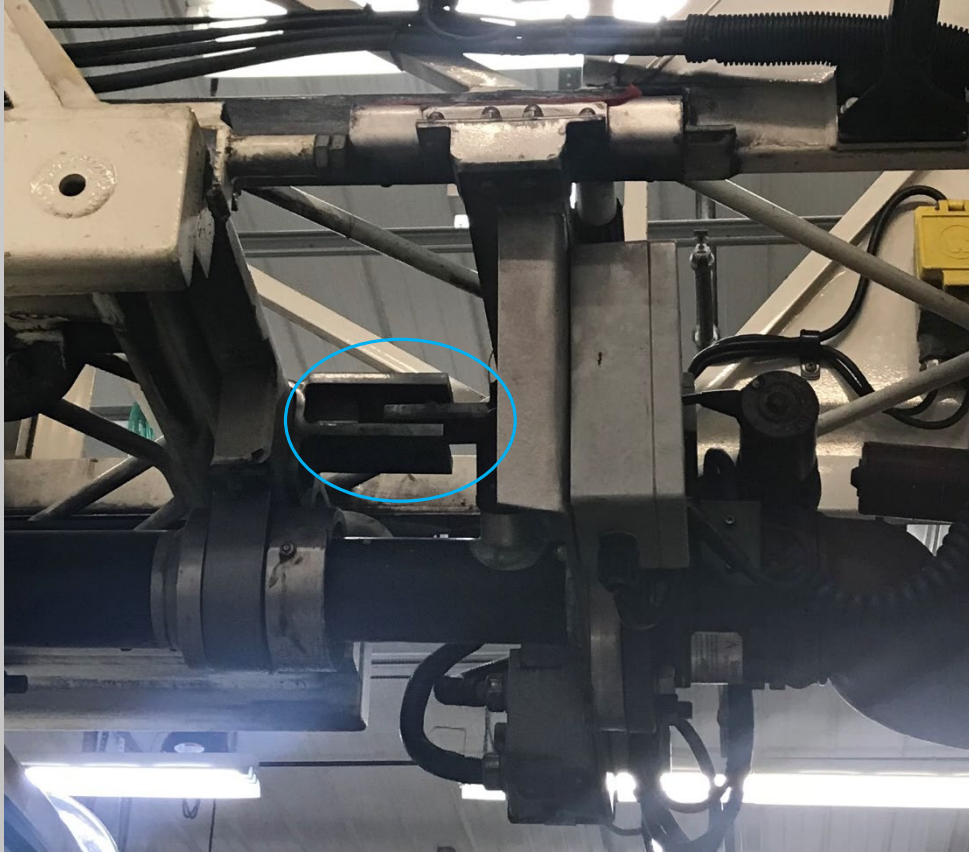


Pin-able Waterway – That is actually accessible!

- Can be reached from tailboard/ground
- Can observe setting from the ground
- Avoid climbing ladder



Pin-able Waterway – The Competition



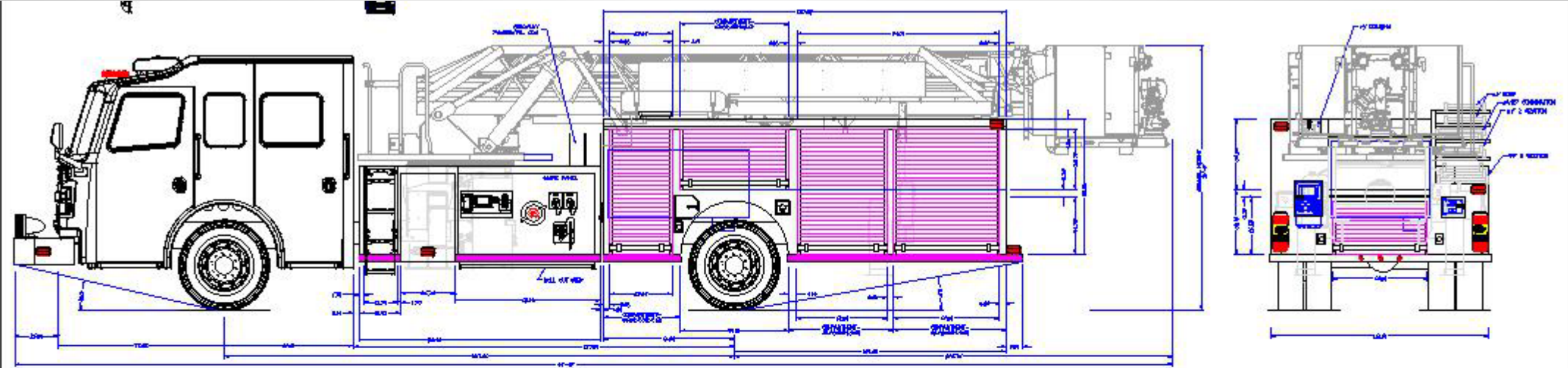
Pin-able Waterway – The Competition



Platform Access



Platform Access Cont.



APPROVED BY:	
CHASSIS: ROSENBAUER 8006	
PUMP: DARLEY 2000 GPM	
TANK: POLY/300	
PANEL MAT: BLACK THERMO	
COMP INTERIOR: SWIRL	
MAXIMUM HEIGHT	NONE
MAXIMUM LENGTH	NONE
BODY WIDTH	101"

RSD Stock 75' MM Cobra



ROSENBAUER FX 1/8"

RSD Stock 75' MM
Cobra

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SL100

- Heavy Duty Climbing ladder (SL75)
 - Gain Pedestal Controls
- 18' Jack Spread (SP95)
- Manual Jack Controls (SP95/SPH100)
- Stainless Steel Body Designs (SPH)
- Wheelbase (SPH100)
- Common features means parts availability

SL75 Competition (Rosenbauer)



Stock Unit – completed March 1st 2016!

Des Moines IA





AUTOBEDDING

A momentary autobedding switch automatically beds the aerial when it's within 20 degrees left or right of the ladder bed, less than 20 percent extended and less than 20 degrees elevated.

SP70 Competition (Rosenbauer)



SL100 Competition (Rosenbauer)



SMART AERIAL FLOW CONTROL

The SMART Aerial flow control automatically adjusts the flow of the aerial depending on the monitor position, from 1000 GPM to 2000 GPM.

SL75 Competition (Pierce)



- 75' Rear Mount
- Aluminum Body
 - 11' 4" OAH

SL75/SL100 Competition (Pierce)



- 107' Ascendant
- 18' Jack Spread
- 750 # Dry Tip Load
- Available Single and Tandem Axle
- 11' 8" OAH
- 39' 1 ½" OAL

SP70 Competition (Pierce)



- 110' Ascendant
- 18' Jack Spread
 - 750 # Dry Tip Load
 - Available Single and Tandem Axle
 - 1250 gpm flow rates
 - Single monitor under/below platform
 - 12' 7" OAH
 - 42' 2" OAL

SP70 Competition (Pierce)



SL75 Competition (EONE)



- HP 75 - 75' Rear Mount
- 2.5:1 Factor of Safety
 - 500# Tip Load
 - 11' 4" OAH

SL75 Competition (EONE)



HP 78 - 78' Rear Mount

- 2.5:1 Factor of Safety
- 750# Tip Load (advertised 825#)
- "Optional" 500# (advertised at 650#)
- 11' 7" OAH

SP70 Competition (EONE)

HP 95 MID-MOUNT PLATFORM

The HP 95 Mid-Mount Platform is designed for departments that need a stable platform with the ability to setup quickly in tight spaces and handle both rescue and firefighting duties with ease. The vehicle can be leveled and operated at full capacity on downgrades and side slopes — even with the front wheels off the ground.

[READ MORE](#)



SL100 Competition (EONE)

HP 100 - 100' Rear Mount

- 2.5:1 Factor of Safety
- 500# Tip Load
- 11' 9" OAH (11' 10" w/ pump and tank)

HPS 105 - 105' Rear Mount

- Steel Aerial
- 2.5:1 Factor of Safety
- 500# Tip Load
- 11' 6" OAH

HM 100/110 – 100/110' Rear Mount

- 2.5:1 Factor of Safety
- 500# Tip Load (HM 100)
- 250# Tip Load (HM110)
- Fixed Waterway @ 80'
- "Pinned Waterway to tip"
- 11' 6" OAH

SL75 Competition (KME)



79' Rear Mount

- 2.5:1 Factor of Safety
- 500# Tip Load
- 11' 6" OAH

SP70 Competition (KME)



SL100 Competition (KME)



- 100' 4 section Ladder
- 500# Rated Capacity
- 9' 4" OAH
- 50' 3" OAL

SL75 Competition (SMEAL)



- 1/8" Aluminum or 3/16" Aluminum or Stainless Steel
- 750# Wet

SMEAL / SPARTAN / LTC

SL100 Competition (SMEAL)



- 100' 4 section Ladder
- 10' OAH
- 1/8" Aluminum Body
- 500# wet capacity
- Up to 1250 GPM Flow

Conclusion

- Ease of operation
- Reliability
- Family owned since 1890 (128 Years)
- One Heavy Duty Custom Cab
- One Heavy Duty Chassis
- Mid Mounted Aerials vs. Rear Mounted Aerials

Conclusion Cont.

- Vehicle Weights
 - Cost of Ownership
- Limited electronics – SL75/SA75/SP70
- Same Platform across all three traditional Mini-Towers
 - We've built many!
 - Parts/Serviceability