

Rixos Hotels, Turkey:

5 stars – on the beach as well



Highest quality beach cleaning
for demanding tourists,
thanks to a BeachTech Marina.

Page 3

Triumphal procession



100 machines sold in Italy

Since the beginning of our BeachTech success story, there have been 100 large BeachTech machines sold in Italy. The world market leader from Germany holds even higher market shares in Italy than around the world. On Sardinia, the 100th machine was delivered to the long-term customer DeVizia Transfer S.p.A.

Page 4

Waste-dump ocean

On one square kilometer in the ocean, there are about 18,000 particles of plastic garbage. Part of this gets washed up on the coasts around the world and contaminates the beaches. Plants and wildlife suffer, animals perish, people get hurt. It's a huge global challenge to counteract to this trend. BeachTech is doing its part.



Page 2

Exhaust emission standards

Self-propelled BeachTech Marina complies with the worldwide valid exhaust emission standards and offers emission reducing technology with its TIER 4i engine.

Page 4

USA – new facilities

With their move into the new facilities, the North American subsidiary KATV demonstrates their successful growth – a fine commitment towards the US market.

Page 4

Enter our website and find
all the information about
BeachTech:





Marc Giet, team leader BeachTech

Editorial

With the update to our BeachTech TODAY, we say good-bye to the summer in one hemisphere and hello to summer in the other! You'll notice that we've changed the complete design of our customer magazine and the new editions are now larger, more spacious, bright and clear.

We will continue to provide you with all the interesting beach news and facts from around the world, and to that point, we want to congratulate our American subsidiary as they complete their move into their new facilities – a very special time for Kässbohrer in North America.

There are now 100 large BeachTech machines cleaning the beaches of Italy, as one of our largest customers just ordered the 100th machine, which was delivered in July. We are very grateful for their loyalty, support and cooperation over the years!

Turkey is growing as well: just a short time ago a large chain of hotels close to Antalya has replaced its tried and tested BeachTech Marina by a new one of the same model.

We are really fortunate that, during these difficult economic times, we are still able to continue to grow the BeachTech business in a very demanding market. This tells us that tourism is still booming and there is great importance attached to beach sand quality and conditions. With the ever increasing threats to the environment, such as the appalling pollution of the oceans that affects all the coasts around the world, BeachTech is proud of the work we do.

So let's keep our beaches clean!

Have fun reading,

Marc Giet

Waste-dump ocean

Polluted oceans – effects on the environment

In our former issue, we reported about the global problem of polluted oceans. Incredible amounts of waste make their way into our oceans every day and accumulate to form "blankets" of debris floating in the Pacific Ocean – some equal in size to Central Europe! These "garbage patches", far away from civilization, have developed as a result of global progress and are extremely dangerous to the ocean environment.

Just how much trash is in the ocean becomes obvious when you're standing on a beach that is not routinely mechanically cleaned: plastic bags, beverage cans, plastic bottles, glass shards, boards and fishing nets are scattered about. This is garbage that was left on the beach, thrown overboard from ships or dumped into rivers that flow to the sea, and the issue gets worse each year.

Deadly for marine animals

Such debris is quickly becoming a catastrophe for marine animals and the public has now seen birds, turtles and marine mammals entangled in lost fishing lines, floating ropes and plastic rings. Likewise, the salt and sun help the plastic disintegrate into smaller pieces that are just as dangerous if eaten by fish as most of these creatures cannot distinguish between trash, plastic and food. As a result, the animals attempt to eat the indigestible debris, and even though their bellies are full, they are full of plastic trash and animal ends up dead from starvation.

Plastic does not decompose

Besides the visible plastic that is an immediate danger for seabirds, turtles and fish scientists increasingly warn against additional contamination from the smaller plastic pieces. This issue centers on the fact that some of the plastic debris contains high concentrations of hazardous toxins such as DDT and this contamination ends up in the smallest pieces of plastic as it breaks down. A research study conducted by the University of Plymouth demonstrated that these plastic particles combine with toxins from the seawater and end up containing high levels of contaminants, sometimes thousands of times higher than seawater alone. The consequences of this contamination can be seen in the defects of the reproductive and immune systems of marine mammals; several species of seals have been found with birth defects and deformities of the uterus due to toxins in the ocean.

Garbage on the beach

Children and adults play on beaches all over the world as they are building sand castles, digging deep holes and enjoying various sporting activities. A day at the beach means time to relax and enjoy a little escape from the real world. However, a danger still exists as your holiday mood can be altered by accidents on the beach.

Frequent beach injuries include cuts from pieces of glass and shells or by nails left over from bonfire wood. A stitched wound on the foot can really spoil one's vacation. No more tennis, no more mountain bike rides and no more walks on the beach. Additionally, a stomach infection caused by bacteria in the sand is not a fun way to remember your holiday.

According to a study by the semi-governmental "Imares" research center, every day on the North Sea there washes up seven to eight kilograms of garbage for each kilometer of beach! As a result, beach communities must invest more and more money in the waste clean-up and disposal, which is where BeachTech comes into focus. The BeachTech machines have been proven, around the globe, to help clean up dangerous debris along the world's coastlines so that the beaches that are considered high use for the touring public are safe for all to enjoy.



Penalties for environmental bad guys

In order to confront the issues of ocean pollution, more and more states impose high fines for the disposal of waste into our seas. For example, the international MARPOL convention, which was adopted in the early 1970's to help protect the oceans, has been effective in limiting waste from ships. That said, it is still extremely difficult to locate the offenders as it is almost impossible to catch them in the act of polluting the ocean. The goal of enforcement of ocean environment is a welcomed change, but there is more work to do, especially on a political level. One of the main methods to master this problem could be worldwide, uniformed, legal measures and consistent enforcement of those laws.

Wonder if, and how, this can be accomplished?



Rixos Hotels, Turkey

5 stars – on the beach as well



Now – that's what you call a sand castle! There is always something going on at the beach of the Rixos Sungate Hotel!

The Turkish Hotel group, "Rixos", who are using BeachTech equipment on their beaches around Antalya, some of which are several kilometers long, have now complimented their efforts with another new BeachTech Marina.

Surrounded by the natural beauty of the Mediterranean Sea, Rixos Sungate lies in the middle of 250,000 square meters of beautiful landscape with a native beach boasting of two private piers, a marina and separate access ways to the ocean. The fresh breeze of the Taurus Mountains blends with the azure of the Mediterranean and makes your holiday dreams come true.

Luxury for everyone.

Calling the Rixos Sungate a simple "hotel" does not fully describe this property. With the large number of rooms available, the beach, and the various options for holding conferences, the Rixos Sungate is one of the Premier hotels in Antalya. In order to fulfill almost every need, the Rixos

Sungate offers more than ten different room categories, plus designer apartments, as well as luxury villas with butler service and private pools.



Rixos Sungate: Top Class in the hotel and on the beach as well.

In the past 13 years, the Rixos Group has become one of the largest brands of hotels in the region with over 20 hotels and resorts in Turkey, the United Arab Emirates and other

neighboring countries. They have big expansion goals, with more hotels planned in the coming years, as they continue on their quest to bring the combination of quality vacation and Turkish flair throughout the world.

Rising expectations for the beach.

At the Rixos, hotel guests also have high expectations for the beach. As you can imagine, just like other beaches, you will find the usual debris and trash on the beach: pieces of glass, cigarette butts and pebbles all become an issue for guests after a long sunny day at the beach. In Turkey, most municipalities are not responsible for keeping the beaches clean, which is why the larger hotels take beach cleaning into their own hands and invest heavily in their greatest asset – the beach.

In the past 7 years, the beach of the Rixos Sungate was cleaned using a BeachTech Marina. Now all four Rixos beaches around Antalya will be cleaned with the new machine. A fixed operation schedule makes sure that the 5 kilometers of beach are thoroughly and mechanically cleaned at least once a week.

BeachTech in Turkey.

For many years, the company MTG IS MAKINALARI in Antalya has been working hard to promote awareness of beach cleaning. With the increase in tourism and the demands for clean beaches, higher standards must be met. Our BeachTech partner, Mr Fikri Ertem, is committed to the future of Turkish beaches and has the positive attitude to match as he sees great potential, especially on the Aegean coast. In total, there are now 15 BeachTech machines operating in this popular holiday destination – and Mr Ertem has big plans to keep that number growing!

The perfect match for BeachTech

Anivex and Casli in Spain

The company Anivex S.L., founded in 2001 by brothers Francisco and Bernat Piera, is a small family business in Alginet, close to Valencia. The company initially began operations on earth moving and levelling projects, and two successful years later, the growth of the company allowed the brothers to open new markets, working with the main service contractor for Sagunto, cleaning their beaches.

Today, the company consists of 4 people, all of them experts in mechanical beach cleaning! Since that first initial contract in 2003, the team at Anivex S.L., along with a BeachTech 2000 and BeachTech 3000, have been cleaning the beaches of Sagunto, near Valencia, in the summer time and levelling those same beaches in the winter time. In addition to their beach cleaning responsibilities, they are also in charge of the waste management as well as the removal of large amounts of algae that are swept onto the municipal beaches after storms. Talk about job security!

According to Bernat Piera, "During our research of the various manufacturers of beach cleaners, we quickly realized that BeachTech would have the best machines for our application. Their machines are robust and reliable and if we encounter any issue, we have 100% support from the people of CASLI, S. A, who not only stock a comprehensive list of spare parts, but are always prepared to help us in any way."

A very close business relationship has developed between these two companies over the years and as an additional benefit, Anivex S.L. has become a great partner for BeachTech,



Bernat (left) and Francisco Piera in front of their BeachTech on the wide beach of Valencia.

allowing their machines, and expertise, to be available for demonstrations to others who have expressed an interest in BeachTech.

Triumphal procession

100 BeachTech machines sold in Italy

Valter Tura, Director of our Italian subsidiary, travelled to Olbia, on the island of Sardinia, bringing along two BeachTech beach cleaning machines for delivery. One of those units, a BeachTech Marina, has now become the 100th machine we've sold in Italy.

The company DeVizia Transfer S.p.A. has been operating four BeachTech machines over the past few years, and now, in 2013, they decided to expand their fleet with the addition of two more BeachTech's. "Obviously, I had not expected that but I'm happy that we were the ones to buy that jubilee machine!" says a surprised Luciano Cucciari who is responsible for the fleet of vehicles and the logistics at DeVizia. Along with the two machines, Valter Tura handed Mr. Cucciari the symbolic key for the 100th BeachTech machine sold in Italy.

One might think that 100 machines sold over a period of 20 years is a bit low, however, when you consider that Italy with its countless "bagni" along the Adriatic coast is the market for the small walk-behind machines, you gain a better perspective of the challenges Mr. Tura faces. That said, "in the sector of large towed beach cleaners, we can proudly state that BeachTech is, by a large margin, the absolute market leader in Italy!" says Valter Tura.

Valter and BeachTech, have had a close and trusting business relationship with the company DeVizia for many years. The company, founded in the late 1960's by Vincenzo DeVizia, had at first specialized on the construction of industrial facilities. The involvement of DeVizia's three children, and the knowledge the company gained from its cooperation with Italy's leading industrial establishments, resulted in additional markets being opened for the company, i.e. service, cleaning and waste disposal in large industrial operations, as well as logistics and provisions of services for public authorities. Today, DeVizia Transfer S.P.A. comprises four divisions, providing jobs for more than 2000 people and generating a revenue stream of more than 100 million Euros annually.

Over the last 20 years, its environmental division has become one of the leading service providers that oversee the complete waste management solutions for approximately 200 cities, and beaches – in Italy.



Machine handover on the beach of Olbia: Luciano Cucciari (far left) and his employees accept the 100th BeachTech machine sold in Italy from Valter Tura (in the middle)



DeVizia Transfer S.p.A.: with its 6 BeachTech machines one of our large customers

New headquarters of KATV in Reno



This July, our US subsidiary, the Kässbohrer All Terrain Vehicles, Inc. (KATV) in Reno has moved into its new facilities.

Over the past several years, KATV has continually expanded its business across all product lines including PistenBully snow grooming vehicles, BeachTech beach cleaning machines and PistenBully Scout – the oversnow tracked utility vehicle.

To keep pace with this growth, KATV moved into a much larger and more modern plant. These new facilities will house the corporate offices, spare parts, service shop, whole good storage and production for PistenBully Scout all under one roof. This summer, the construction was completed and the move took place. In August, all departments have arrived in their new offices. Total size increase over the former location is nearly 75 percent to approximately 110,000 square feet. This gives the staff more space and motivation for developing new working methods and demonstrates the engagement of Kässbohrer in North America.

KATV constantly strives to improve the service to our customers. With the streamlining and efficiencies of scale the new North American headquarters provides, they can do just that!

Emission BeachTech Marina: Reduction of pollutants



When developing new vehicle technologies, Kässbohrer Geländefahrzeug AG always keeps an eye on the effects to the environment – we take our role as technology leader very seriously. PistenBully snow groomers, as well as the self-propelled BeachTech Marina beach cleaner are already equipped with engines that comply with the new regulations, even before the regulations are in effect!

In the 1960s, international exhaust regulations for road traffic and agricultural machines were developed and every few years, these limits are refined and tightened to ensure the least amount of particulates are released in the atmosphere. Manufacturers of motor vehicles, such as Kässbohrer, typically build vehicles to sell in global markets. As a result, these companies must take European emission standards, as well as the national standards of their various target countries, into consideration when building their vehicles.

The emissions limits that apply to various engine power classes are centered on four toxic substances, where exact limits are stipulated:

Carbon monoxide (CO): respiratory toxin, produced with incomplete combustion of fuels.

Hydro carbon (HC): carcinogenic combination which causes summer smog.

Nitrogen oxide (NOx): damages the eco system with acid rain.

Particulate matter (PM): carcinogenic particles that increase the greenhouse effect.

As manufacturers implement changes in their engines to meet the newest standards, they encounter additional challenges in retrofitting their vehicles. For example, many find it difficult to implement the updates as these very changes impact the size and/or weight of the engine, and as a result, there may not be enough space to include the emission updates. In building the BeachTech Marina, Kässbohrer has succeeded in meeting these challenges by improving the overall design. These changes began in early 2013 and now all BeachTech Marina's are built with the new engine generation "TIER 4i". So you can be assured that your operation of our new 2013 motorized beach cleaners comply to the strict worldwide emission regulations.

Our designers are constantly monitoring the development of the exhaust emission standards and react to any important changes for both, PistenBully and BeachTech machines. With the new Tier 4i engines, the engine emissions and fuel consumption are reduced, which results in an economical and efficient machine that has less of an impact to the environment.



Appointments BeachTech 2013

October 2013

 **16.-18.10.2013 tradeshow ECOPLAYAS**
Spain, Valencia

November 2013

 **06.-09.11.2013 tradeshow ECOMONDO**
Italy, Rimini, hall A7, stand 150

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