

Inland Port

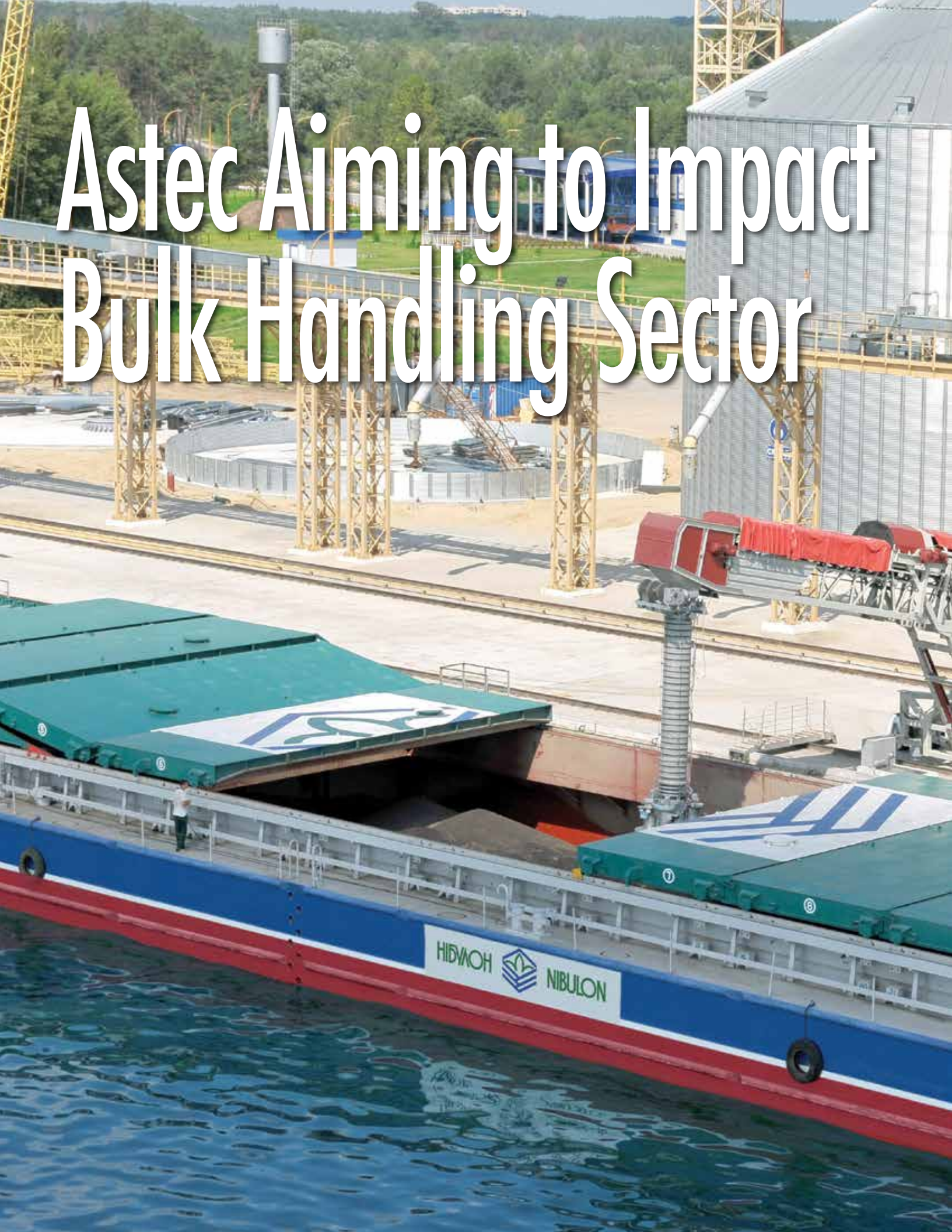
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Benjamin Brock

**Astec's CEO Introduces
Astec Bulk Handling Solutions**

Astec Aiming to Impact Bulk Handling Sector



As a major supplier of material handling equipment, Astec Industries has launched a new initiative to serve the sea ports and inland river terminals sector: Astec Bulk Handling Solutions. In this exclusive interview, **Benjamin G. Brock**, Chief Executive Officer of Astec Industries, brings us the details.





You've recently announced the launch of Astec Bulk Handling Solutions. What are the key drivers behind this decision?

The Astec Industries family of companies has a proven global record in a range of bulk handling applications. Our markets traditionally include the coal, mining and quarry industries, stockyard management, power stations, cement kilns and steel mills. Astec companies, such as KPI-JCI and Telsmith, have been providing material handling solutions to clients around the world for more than 100 years.

Our acquisition of Telestack Limited in April 2014 allowed us to enter the sea ports and inland terminals market. Telestack specializes in this market. It designs, manufactures, and installs mobile bulk handling solutions. With this acquisition, we have been able to diversify and expand our existing equipment portfolio to include mobile shiploaders and unloaders, mobile truck unloaders, mobile reclaim hoppers and rail

loading and unloading solutions.

The Astec Bulk Handling Solutions initiative gives us an opportunity to offer a comprehensive choice of equipment to match the specific requirements of our clients in the ports and terminals sector.

The ports and terminals sector has not been the primary focus of Astec's material handling applications. Why focus now on expanding into this industry?

The World Trade Organization forecasts 5.3% growth in world merchandise trade for 2015. We also expect expansion in iron ore, coal and other major bulks. This will drive the growth in seaborne trade and associated bulk handling services. The creation of Astec Bulk Handling Solutions will allow us to respond to the market's growing needs for commodity handling. We are uniquely positioned to present a credible and unique alternative to established players in the ports and terminals industry.

What key advantages does Astec Bulk Handling Solutions have over its competitors in the ports and terminals sector?

A key advantage Astec Bulk Handling Solutions has is our ability to deliver end-to-end applications following the logistics chain from pit to port. Established companies in the ports and terminals sector are primarily material handling solutions providers.

Astec Bulk Handling Solutions can build complete, tailor-made material handling systems by choosing from among the best products within the Astec family.

Another advantage is "one stop shopping". Since all equipment sold through this channel will be branded "Astec Bulk Handling Solutions," our customers will experience the convenience and expediency of working with only one point of contact. This "one stop shopping" experience is something our Astec clients will seek out and appreciate.



Truck unloader and radial telescopic ship loader feeding pet coke onto a vessel

You mentioned you had decided to consolidate your resources under one brand. Where will your equipment come from?

Astec Bulk Handling Solutions will be headquartered at the JCI facility in Eugene, Oregon. The equipment will be supplied from Astec's facilities in the US, Canada and around the world.

Our experience shows that projects in the sea ports and inland river terminals sector necessitate highly integrated solutions based on the customer's location, infrastructure and the commodities handled.

Astec Bulk Handling Solutions can deliver customer specific applications by leveraging product offerings from within the Astec group. Our sales and engineering specialists will work jointly with each customer in all aspects of the application design.

This will be the key to the way Astec Bulk Handling Solutions delivers optimal and highly innovative results for each cus-

tommer. Astec's proven engineering designs, which were developed for our customers from around the world, will reduce the risk of designing customized solutions. Again, because of the global reach of Astec, Astec Bulk Handling Solutions can service customers wherever they are located.

What sets apart your technological solutions from others on the market?

The key driver of our success will be the mobility and flexibility of our products in commodities operations. Astec Bulk Handling Solutions' range will offer a highly mobile and flexible solution to guarantee faster turnaround times when loading and unloading vessels in the ports - from barge and coasters up to baby capsizes ships.

Our stacking, reclaiming and rail solutions in the stockyard will ensure efficient handling and enhanced productivity.

KPI-JCI and Telsmith will be part of the offering for stacking, reclaiming and the

link conveyors that will be part of the stockyard management solutions for the ports.

We're also looking to minimize freight costs and downtime for our clients. The modular nature of our equipment with quick and easy assembly sections will reduce onsite construction time.

What is your go to market strategy in ports and terminals?

Our initial approach will be to sell directly to the marketplace through a dedicated sales engineering specialist based out of Eugene, Oregon. We are also working on a strategy of utilizing highly qualified agents and dealers in strategic locations.

With a growing trend towards more sustainable technologies, how will Astec Bulk Handling Solutions answer the industry's call for more eco-friendly solutions?

With the pressure that the material handling industry is facing due to global



Hopper feeder feeding all travel ship loader

warming and climate change, many clients now seek “green technological solutions.” They request that any equipment be fully enclosed to encapsulate the dust generated by the movement of commodities.

We extensively research each application to ensure full dust control and containment measures are implemented into our conveyors and transfer points, thereby minimizing the environmental impact.

What regions will you be focusing on for your initial sales activities?

The initial focus of Astec Bulk Handling Solutions will be on North America. However, with multiple Astec locations around the world, we are ideally positioned for expansion into global markets within the ports and terminals sector. Bulk terminals typically have high rates of equipment utilization, so any downtime will have a significant impact on their productivity. By leveraging our global manufacturing footprint, we'll be able to ensure that projects outside North America are fully supported with extensive technical and aftermarket services. *IP*



Hopper feeder reclaiming coal at a power station