

# THE MAXI-LIFT BUCKET BULLETIN

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**BUCKET CHOICE**

**CAN SAVE YOU MONEY!**

## REDUCING TOTAL COST OF OWNERSHIP

Too often, we speak to customers who believe the only way to save money is by purchasing the cheapest products available. Maxi-Lift elevator buckets are typically not the cheapest, and we don't want to be. What we do want is to save our customers money by reducing their operating costs, or the TOTAL COST OF OWNERSHIP. We do this by selling high quality parts, designing durability into them, and putting systems together that give the longest life and best value for the money.

### PRODUCT PRICE VS. PRODUCT COST

Let's consider price versus cost. The price part is easy, it is a fixed number associated with a particular part or unit. The costs associated with using a particular product, however, can include a number of factors, such as:

- PRODUCT PRICE
- FREIGHT CHARGES
- INSTALLATION LABOR
- DOWNTIME
- LOST EFFICIENCIES DUE TO WEAR

These are just some of the costs that are easy to measure. Many hidden costs may also exist. For simplicity's sake, we will start with just the first three, to work through some examples. When evaluating the price of a "bargain" bucket versus a higher quality "value" bucket we will incorporate these additional costs into the equation.

#### BARGAIN BUCKET

16x8 CC style poly bucket (500 ea)	
Bucket Price \$8.00 ea	\$4000.00
Freight Charges	\$450.00
Labor (3 men@8hr ea, \$35/hr)	\$840.00
<b>Total Cost</b>	<b>\$5290.00</b>

#### VALUE BUCKET

16X8 HD-MAX poly bucket (500 ea)	
Bucket Price \$8.80 Ea	\$4400.00
Freight Charges	\$450.00
Labor (3 men@8hr ea, \$35/hr)	\$840.00
<b>Total Cost</b>	<b>\$5690.00</b>

In this example, the "value" bucket,

Maxi-Lift's HD-MAX is priced 10% more. To many customers, this difference would cause them to choose the cheaper product. But what is the true cost? Our customer's experience has shown that the HD-MAX product can last up to 50% longer than the old CC style "bargain" bucket, meaning the cheaper bucket will have to be replaced three times for every two of the HD-MAX. Incorporating the replacement rate into the equation, gives us the Total Cost of Ownership of using the two buckets.

#### BARGAIN BUCKET-CC

Initial installation costs	\$5290.00
2nd Installation	\$5290.00
3rd Installation	\$5290.00
<b>Total costs</b>	<b>\$15870.00</b>

#### VALUE BUCKET - HD-MAX

Initial installation costs	\$5690.00
2nd Installation	\$5690.00
(only two required)	
<b>Total costs</b>	<b>\$11380.00</b>

> Continued on Pg. 2

**READ  
& PASS**

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# REDUCING TOTAL COST OF OWNERSHIP CONT.

This example shows a total cost of ownership of \$11,380.00 for the higher priced HD-MAX bucket, while the "bargain" CC bucket costs \$15,870 during the same operating period. Not much of a bargain is it, when it cost an additional \$4490.00. Some customers experience longer life differentials, and some less. However, the principal is the same. Both of these buckets are thought of as substitutes for one another by many in the industry. Clearly, there is a difference.

### WHAT GIVES MAXI-LIFT BUCKETS THE EDGE

In the mid 1990's, Maxi-Lift commissioned a series of market research studies designed to pinpoint product concerns and failure issues with elevator buckets in general. We took this data, and used it as a blueprint to design all of our current bucket designs, including the TIGER-TUFF Maximum duty, HD-MAX Heavy Duty, and our latest offering, the CC-MAX Heavy Duty. We incorporate thick wear surfaces, including the front lip, front corners and thick back walls. The result is a longer lasting, more durable product that provides greater life, and reduces costs. All of Maxi-Lift's elevator buckets were specifically designed to improve on usable life versus other products.

### THICKER IS BETTER

Why does having a thicker part equal longer life? Elevator buckets by their nature are wear items. They will wear out over time with use. All things being equal, a thicker part will outlast a thinner part. This not only affects the usable life of the product, but also its ability to maintain capacity. Most of an elevator bucket's capacity is at or just below the water level line, since this is the most open area of the bucket. Remove just one inch off of the front lip, and it has a tremendous impact on elevator capacity.

**Example: 10x6 HD-MAX bucket**  
 Water level capacity when new: 194.04 cu.in.  
 Water level -1" loss on lip: 164.15 cu. in.  
**A difference of 15.4% loss!**

**14x7 HD-MAX bucket**  
 Water level capacity when new: 356.4 cu. in.  
 Water level -1" loss on lip: 265.35 cu. in.  
**A difference of 25.5% loss!**

This brings the loss of efficiency into our equation regarding total cost of ownership. If your elevating capacity is diminished by 15-25%, what will that

mean to you in terms of customer service during harvest when truck lines are longest? Can you afford to operate at 75% efficiency?

By wearing longer than competitive products, the TIGER-TUFF, HD-MAX and new CC-MAX ensure that your elevators operate at their most efficient level for a maximum time period.

## PAY NOW OR PAY LATER

There used to be a famous advertising campaign that utilized the slogan "You can pay me now, or pay me later." It fits elevator bucket purchases for sure. Purchasing the cheapest products won't necessarily save you the most money in the long run. As a general rule, when purchasing plastic products, you are paying for the amount of material in the product. Products with the least material, tend to be cheapest, and those with the least material, wear out the fastest. Don't be fooled that you are getting the best value because you are buying at the cheapest price. In the long run, an investment in quality will give the biggest cost savings.

An excellent example of this principal is shown by comparing the TIGER-TUFF Maximum Duty bucket to the CC "bargain" bucket we used in our first example. The TIGER-TUFF is considered to be the best non-metallic agricultural bucket on the market.

BARGAIN BUCKET	
16x8 CC style poly bucket (500 ea)	
Bucket Price \$8.00 ea	\$4000.00
Freight Charges	\$450.00
Labor (3 men@8hr ea, \$35/hr)	\$840.00
<b>Total Cost</b>	<b>\$5290.00</b>

VALUE BUCKET	
16X8 TIGER-TUFF poly bucket (500 ea)	
Bucket Price \$11.80 Ea	\$5500.00
Freight Charges	\$450.00
Labor (3 men@8hr ea, \$35/hr)	\$840.00
<b>Total Cost</b>	<b>\$6790.00</b>

In this example, the first TIGER-TUFF installation costs are \$1500.00 more. What are you buying for your extra \$1500.00? With over Two million TIGER-TUFFs in operation, our customers tell us they commonly get two, three and even up to four times the life versus the "bargain" CC bucket. Double life, Triple life or quadruple life would mean big dollar savings on your maintenance budgets, and more profit to your bottom line. Look at the additional costs to replace the bargain bucket multiple times versus installing the TIGER-TUFF just once. (Also see TIGER-TUFF customer profile inside)

BARGAIN BUCKET COST VS TIGER-TUFF	
TIMES INSTALLED	ADDED COSTS
2ND INSTALLATION	\$5290.00
3RD INSTALLATION	\$10,580.00
4TH INSTALLATION	\$15,870.00

\*Extra dollars spent by using bargain CC bucket instead of TIGER-TUFF.

### BUCKET MATERIAL ALSO KEY

Choosing the right bucket material can also yield huge cost savings over the life of the elevator. Most agricultural applications utilize polyethylene for their bucket material. In severe wear applications, like some soybean processing or pet food manufacturing, an alternative material should be considered. There are two engineered resins available to improve bucket life. First, is nylon. Nylon has excellent abrasion resistant characteristics, as well as the ability to withstand temperatures of up to 300F on a continuous basis. Second, is Urethane. Urethane has fantastic abrasion and cut resistant properties. It is also extremely useful in applications that are sticky, like sunflower seeds, or high molasses content feed. Both of these products have higher initial costs, but because of the superior life, payback the investment.

Remember, the price paid for your buckets is not the same as the costs of using them. Evaluate all of your options to gauge just how much money can be saved by investing in a high quality product that will save money in the long run.



# CC-MAX ADDS NEW SIZES

Maxi-Lift's popular CC-MAX Heavy Duty elevator bucket gets another boost with the addition of ten new sizes (see chart, new sizes marked with ▶). There are twenty five sizes available. "The response to our initial release of the CC-MAX was fantastic, so the decision to add sizes was very easy." Said Bo Fisher, Sales Manager.

The CC-MAX has the shape of a CC steel bucket, but is built with the thick wear surfaces

Maxi-Lift's buckets are famous for. "We developed CC-MAX to fill the void left by our competitor's bucket," Explained VP of Sales, Paul Phillips.

The patent pending design is created to outlast other plastic CC buckets. For more information visit our website at [www.maxilift.com](http://www.maxilift.com). Try **THREE FOR FREE**, call 1-800-527-0657. 




## CC-MAX® Elevator Bucket

BUCKET SIZE, INCHES**					PUNCHING, INCHES			WEIGHT, LBS.	CAPACITY, CU. INCHES			
Bucket Size	Length	Proj.	Depth	Backwall Thickness	Centers	Number of Holes	Bolt Size	(Poly) H.D.P.E.	Water Level X-X	Water Level +10%	Standard Spacing	Carton Qty
5 x 4	5-1/2	4-1/2	4-1/4	0.21	3-3/16	2	1/4	0.53	38.30	42.13	6	30
6 x 4	6-1/2	4-1/2	4-1/4	0.21	4-3/8	2	1/4	0.58	45.38	49.92	6	30
7 x 4	7-1/2	4-1/2	4-1/4	0.21	2-11/16	3	1/4	0.65	52.10	57.31	6	30
▶ 6 x 5	6-1/2	5-1/2	5	0.26	4-3/8	2	1/4	0.89	70.87	77.96	7	16
▶ 7 x 5	7-1/2	5-1/2	5	0.26	2-11/16	3	1/4	0.99	80.75	88.83	7	14
▶ 8 x 5	8-1/2	5-1/2	5	0.26	3-1/16	3	1/4	1.10	90.85	99.94	7	24
▶ 9 x 5	9-1/2	5-1/2	5	0.26	3-5/8	3	1/4	1.18	100.99	111.09	7	24
▶ 8 x 6	IN PROGRESS			0.27	3-1/16	3	1/4	1.40	136.00	149.60	8	18
▶ 9 x 6	9-9/16	6-5/8	6	0.27	3-5/8	3	1/4	1.52	149.19	164.11	8	18
▶ 10 x 6	10-9/16	6-5/8	6	0.27	4-1/8	3	1/4	1.64	166.89	183.58	8	18
▶ 11 x 6	11-9/16	6-5/8	6	0.27	3	4	1/4	1.73	180.62	198.68	8	18
▶ 12 x 6	12-9/16	6-5/8	6	0.27	3-3/8	4	1/4	1.91	200.76	220.83	8	18
▶ 13 x 6	IN PROGRESS			0.27	3-5/8	4	1/4	2.13	215.00	236.50	8	18
▶ 10 x 7	IN PROGRESS			0.32	4-1/8	3	5/16	2.35	236.00	259.60	9	12
▶ 11 x 7	11-9/16	7-7/8	7	0.32	3	4	5/16	2.44	247.74	272.52	9	12
▶ 12 x 7	12-9/16	7-7/8	7	0.32	3-3/8	4	5/16	2.63	267.27	293.99	9	12
▶ 13 x 7	13-9/16	7-7/8	7	0.32	3-5/8	4	5/16	2.78	288.12	316.93	9	12
▶ 14 x 7	14-9/16	7-7/8	7	0.32	3	5	5/16	2.94	303.57	333.93	9	12
▶ 15 x 7	IN PROGRESS			0.32	3-1/4	5	5/16	3.10	335.00	368.50	9	12
▶ 16 x 7	16-9/16	7-7/8	7	0.32	2-7/8	6	5/16	3.29	350.87	385.95	9	12
▶ 12 x 8	12-9/16	8-7/8	8-1/4	0.35	3-3/8	4	5/16	3.25	373.00	409.00	10	9
▶ 14 x 8	14-9/16	8-7/8	8-1/4	0.35	3	5	5/16	3.76	435.07	478.58	10	9
▶ 16 x 8	16-9/16	8-7/8	8-1/4	0.38	2-7/8	6	5/16	4.30	515.62	567.18	10	9
▶ 18 x 8	18-9/16	8-7/8	8-1/4	0.39	3-1/8	6	5/16	4.79	580.61	638.67	10	9
▶ 20 x 8	20-9/16	8-7/8	8-1/4	0.42	3-1/2	6	5/16	5.85	655.00	720.00	10	9

## CC-MAX® LOW PROFILE

SIZE	CAPACITY	
Depth	Minimum Spacing	Water Level +5%
2-3/4	3	40.22
2-3/4	3	47.65
2-3/4	3	54.70
3-3/4	4	74.41
3-3/4	4	84.79
3-3/4	4	95.39
3-3/4	4	106.04
4-3/4	5	142.80
4-3/4	5	156.65
4-3/4	5	175.23
4-3/4	5	189.65
4-3/4	5	210.79
4-3/4	5	225.75
5-3/4	6	247.80
5-3/4	6	260.13
5-3/4	6	280.63
5-3/4	6	302.53
5-3/4	6	318.75
5-3/4	6	351.75
5-3/4	6	368.41
6-3/4	7	391.65
6-3/4	7	456.83
6-3/4	7	541.40
6-3/4	7	609.64
6-3/4	7	688.00

## Maxi-Lift to Represent GEAPS Associates

Bo Fisher, Maxi-Lift Sales Manager, and Director of Agricultural Products has been elected to the GEAPS (Grain Elevator and Processing Society) Associates Board. The board is comprised of equipment and service providers to the grain handling industry. It represents these vendors in an effort to further the industry, and to protect and promote the interests of Associate members. Fisher's term is for three years. He has also served on GEAPS Education Programming Committee, Chapter Resource Committee and the Exchange Host Advisory Panel. 



Maxi-Lift, Inc.  
P.O. Box 700008  
Dallas, TX 75370-0008

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For additional information or to suggest article ideas,  
contact Editor Bo Fisher at:  
Phone: 972.735.8855 • Toll-Free Phone: 800.527.0657  
Fax: 972.735.8896 • www.maxilift.com • email: info@maxilift.com

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## The Maxi-Lift Family Continues to Grow \_\_\_\_\_



### **Byron Smith - Southeastern U.S., Mexico, Central and South America**

Byron Smith is a graduate of Texas A&M and has twenty years of grain industry experience. Byron is bilingual, having lived and worked Mexico in and Puerto Rico. His area of responsibility will be the Southeastern U.S. and our Spanish speaking customers to the south. He's happy to be returning to Dallas which is not far from his hometown of DeLeon, TX. On fall weekends, you can find him in College Station watching Aggie football.



### **Angela Oliver - Midwestern, Northeastern U.S., and Canada**

Angela Oliver joins Maxi-Lift after graduating from Sam Houston State in May. She earned a B.S. in Animal Science with a minor in Agricultural Business. Working throughout college she gained several years of customer service skills. Angela comes from a Texas agriculture family and knows her way around a farm. Her areas of responsibility are the Midwestern, Northeastern U.S., and Canada. She is a great addition to our team.

## MAXI-LIFT: EVERY BUCKET YOU'LL EVER NEED \_\_\_\_\_



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