



## **NEWS RELEASE:**

### **NEW TOOL LOWERS COST OF PAVING**

BURNSVILLE, MINNESOTA, SEPTEMBER 7, 2010 – PreCise MRM announced today the launch of an innovative new tool to help paving companies get a tighter handle on one of their largest variable costs, hauling materials to and from the job site. This new report is a part of PreCise MRM, a web-based Mobile Resource Management tool designed specifically for the construction industry.

Asphalt and aggregate companies are uniquely challenged, especially in a down economy, to recognize a profit on the jobs they complete. From maximizing the efficiencies of their plants to reducing material and equipment costs, the companies who have survived the tough economy have done so by closely managing every cost associated with their business. However, the one illusive cost has been that of hauling material to and from each job. With varying fuel costs and unpredictable haul times, the mismanagement of the transportation of material at a construction site can make or break the profit.

Understanding this challenge, PreCise MRM has worked closely with its customers within this industry to develop a tool to get a grip on these costs. Through the use of geofencing technology and a haul cycle analysis report, operations personnel can tightly monitor the haul cycles of each job to quickly identify instances where the time at the job, the time at the plant, or the time in between is excessive. With this information, on-the-fly decisions can be made to change the number of haul trucks devoted to a specific job to minimize cost and maximize work flow.

“While each component matters, haul is a cost item that plays a large part in differentiating the successful contractor from the unsuccessful one,” says Steve Cospers, President of Granite Contracting, an asphalt contractor based in North Carolina. “This has been a point of debate for many contractors during my entire career. Before PreCise, there has never been a good way to capture this information. I know, I have tried everything from completing forms at each point of the cycle, to time clocks mounted on pavers, to card swipe mechanisms.”

PreCise Mobile Resource Management includes a ruggedized GPS device specifically designed for the rigors of the extreme environments found with on-road and off-road heavy equipment. This device gathers critical information about the work effort of the equipment and transmits it wirelessly to a secure data center accessible from anywhere in the world. Because PreCise is web-based, users can take advantage of this new report simply by logging in to the system normally.

PreCise MRM is a subsidiary of FORCE America, Inc.

<http://www.precisemrm.com>

1-888-449-0357

### **About FORCE America, Inc.**

With over 50 years experience, FORCE America manufactures and distributes products that meet the needs of mobile, on-off highway markets. Our products are backed by technical support and application know-how for the most demanding applications.

FORCE America, Inc. is comprised of:

#### **FORCE America Manufacturing and Distribution**

[www.forceamerica.com](http://www.forceamerica.com)

Manufacturer and supplier of mobile hydraulic systems, electronic controls and components.

#### **VariTech Industries**

[www.varitech-industries.com](http://www.varitech-industries.com)

Manufacturer of automatic salt-brine production, liquid storage, transfer and mobile application systems.

#### **PreCise MRM**

[www.precisemrm.com](http://www.precisemrm.com)

Manufacturer of Mobile Resource Management hardware and software solutions targeted at severe duty applications.

#### **Markets:**

Agricultural Equipment

Commercial Fleets

Lawn and Landscape Equipment

Light, Medium and Heavy Duty Trucks

OEM Agricultural Equipment

OEM On-Off Highway Equipment

Snow Removal Contractors|

Spreader Plow Trucks

For more information, please email: [info@forceamerica.com](mailto:info@forceamerica.com)