

# GAC

GROUND CONTROL



Autumn 2024

ISSUE

# 33

# HITACHI

Reliable Solutions

## ZERO-EMISSION ZONE

Electric excavators excel in Sweden

## LONG AND STRONG

Super long front excavators hit the mark

## RELIABLE RENTAL

The first choice for Greek contractors

# BUILT FOR THE OPERATOR

GROUND CONTROL



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# NEW HORIZONS

**A**s we approach the end of 2024, it's clear this year has brought significant challenges for our customers in the construction market. The drop in new home permits and the continued pressure of interest rates have created a tough environment, making it harder to unlock new contracts and infrastructure investments.

However, we understand that these challenges are part of an economic cycle. There is growing optimism that the end of 2024 will mark the turning point, signaling the bottom of this cycle. We anticipate that new construction projects will soon reignite, bringing renewed opportunities and business to our customers.

Despite difficult times, I am incredibly proud of the unwavering commitment and resilience shown by our distribution partners. Their dedication to supporting our loyal customer base with outstanding parts and service levels, as well as innovative financial and rental solutions, has been truly commendable. These efforts have played a critical role in helping our customers navigate this period of uncertainty.

Our rent-to-rent (Premium Rental) solution has been a particular highlight, continuing to drive success across Europe. We believe this programme will experience exponential growth in the coming years, offering further opportunities for both our partners and customers.

This year has also strengthened the relationship between Hitachi Construction Machinery (Europe) and our dealer network. Together, we have maintained a sharp focus on customer satisfaction, collaborating closely to deliver machines and tailored solutions, even in challenging market conditions. Winning customers' trust has become our joint mission.

Looking ahead, as demand returns to normal levels, we'll see renewed focus on key industry issues that have not been fully addressed for years: the shortage of skilled operators; the increasing demand for zero-emission machinery to support a more sustainable future; the use of data to optimise machine utilisation; and the growing need for maximum uptime.

We are eagerly anticipating Bauma 2025, where we expect to witness groundbreaking innovations addressing these critical issues. Hitachi construction equipment will be among the innovators leading the charge, and we are working tirelessly to finalise an exciting value proposition that will deliver factory-fitted machines equipped with the advanced technology solutions our customers demand – all with the quality you've come to expect from Hitachi.

The construction equipment industry has always experienced cycles of valleys and peaks, and it always will. In this current phase, I encourage everyone to remain

optimistic and look ahead to the positive changes on the horizon. Through it all, you can always count on Hitachi Construction Machinery as your reliable business partner, standing by your side every step of the way.

Thank you for your continued trust and collaboration. The future looks bright, and together, we'll be ready for the opportunities it brings.

Sincerely yours,  
**Francesco Quaranta**  
HCME President and CEO

**“**  
**Winning customers' trust has become our joint mission.**



# PERFECT PARTNERS

In 2024, several of our dealers across Europe celebrated special anniversaries and milestones, having represented the Hitachi Construction Machinery brand for up to a decade, and been in existence for 70 years. With such long-term partnerships, we can ensure lasting relationships with our customers.



10 years

## Rotator Eesti OÜ, Estonia

Since 2014, Rotator Eesti OÜ has been responsible for providing new and used Hitachi machines, maintenance and repairs, and spare parts. It currently has 15 employees and two branches in Tallinn and Tartu, which cater for the most populous cities in the country.

During the last decade, Rotator Eesti OÜ has taken Hitachi to among the top three construction brands in Estonia. "HCME

has pushed and worked hard with us to achieve this result," says CEO and board member Aleksander Vares.

"To further increase market share, we are exploring rental business opportunities and several machine segments for the future.

"Our customers appreciate that Hitachi machinery is simply better than the competition. They find that the equipment is not overly complicated but is durable and productive even in harsh conditions."

The relationship between Hitachi and Rotator Eesti OÜ is based on shared values and a similar culture. "In Estonia, the business culture is to be hard working and goal-oriented, which seems to complement what HCME is doing," says Aleksander. "We feel that Hitachi is a strong and reliable partner."

To mark its tenth anniversary as a Hitachi dealer, Rotator Eesti OÜ held a special event in April. Hosted at its headquarters in Tallinn, it was well attended by 200 customers, partners and suppliers.

70 years

## Rotator, Finland

Hitachi Construction Machinery's authorised dealer in Finland, Rotator, celebrated its 70th anniversary in May. Since it became a Hitachi dealer in 1983, Rotator has become one of the country's leading machine suppliers for the mining market, supplying reliable equipment that performs in demanding job sites and challenging conditions.

To mark the occasion, a special delegation from Hitachi Construction Machinery Co., Ltd. (HCM) and Hitachi Construction Machinery (Europe) NV. (HCME) travelled from The Netherlands, UK, and Japan for a two-day event hosted by Rotator.

The visitors, including HCM President Kotaro Hirano and HCME CEO Francesco Quaranta, enjoyed a tour of Rotator's office in Vantaa and exchanged gifts with Rotator CEO Janne Wartiovaara, Chairman Markus Wartiovaara, and COO Pasi Virta. Also in attendance was Risto Wartiovaara, Chairman and CEO of Captum Group, which owns Rotator.

Mr Quaranta said: "We are delighted to commemorate Rotator's 70th anniversary, especially following the celebrations of 40 years of our successful partnership in 2023. Thank you to Rotator for the warm Finnish welcome, and for your loyal, ongoing support of the Hitachi brand."

Mr Hirano said: "Congratulations to Rotator for 70 years in business. Hitachi is proud to have played an important role in the company's success in Finland over the last four decades.

"We are grateful to Rotator's employees, past and present, for their help in establishing and maintaining a reputation for reliability in Finland. The service they provide to our customers is always of the highest quality and we look forward to our continued partnership."



GROUND CONTROL

**5**  
years

**Alwark Group**

The Alwark Group proudly marked its fifth year as an official Hitachi dealer in 2024. Operating under Alwark SIA in Latvia and UAB Mobile Heavy Machinery (MHM) in Lithuania, the group also extends its operations to Ukraine, where it has been an official Hitachi dealer since 2022.

Founded in 2007 in Vilnius, Alwark has established itself as a market leader in industrial machinery. It provides a wide range of services including sales, rental, maintenance of new and used equipment, and the supply of spare parts.

“Over the past decade, Alwark has been synonymous with reliability and excellence in the machinery industry,” says Alwark Group board member Julius Urbanavicius.

The group aims to develop successful and long-term partnerships with customers, whether they are large enterprises or smaller organisations. It serves seaports, airports, freight terminals, construction sites, quarries and companies providing industrial, logistics, and municipal services.

“We take great care and responsibility in offering only high-quality brand products, and providing advice on the most cost-effective technical solutions,” adds Mr Urbanavicius. “We are happy to celebrate our fifth anniversary as a Hitachi dealer in Lithuania and Latvia, and are grateful to have such experienced colleagues who know the product we offer our customers so well.”

The fifth anniversary will be celebrated with Alwark’s customers in 2025, following the relocation of UAB MHM and UAB Alwark to a modern facility in Vilnius. The construction of the new purpose-built office and warehouse is due to be completed in the first quarter of 2025.

“This project is vital for the growth of MHM and Alwark, providing a modern, comfortable workspace that boosts employee motivation and productivity,” says Mr Urbanavicius. “The purpose-built facility meets all our needs, and our employees have actively contributed to its design.”

# CELEBRATING EXCELLENCE



A time capsule (containing two Hitachi keyrings and other merchandise) was buried on site of the new office and warehouse in 2024 by Alwark Group’s board member Julius Urbanavicius.



A prestigious awards ceremony for members of HCME’s European dealer network was held at the Azotea of Circulo de Bellas Artes in Madrid in October 2023. The theme for the occasion was ‘Partner to accelerate change’ in recognition of the company’s aim to work closely with dealers to lead the way in the construction industry.

Winners of the ‘Dealer Performance Award’ included Hitachi Construction Machinery

(UK) for mini excavators, Nasta (Norway) for crawler excavators, HJM (Spain) for wheeled excavators and Moviter (Portugal) for wheel loaders. Utrom from Romania won the Dealer Performance Award for Eastern Europe.

There were further accolades for those who had increased customer usage of the remote monitoring system, ConSite, with Moviter receiving its second award of the

evening. Rotator from Finland picked up the Parts Excellence Award, rewarded for significantly increasing sales in the mining sector. And Velafi collected the Rent-to-Rent Award in recognition of its success in rolling out the Hitachi Premium Rental programme in Iceland.

# AN EVENTFUL YEAR

It's been a busy time for HCME's dealers, presenting and demonstrating a vast range of Hitachi construction equipment and solutions at shows, trade fairs and exhibitions around the world.

## Intermat, France

Intermat 2024 was among the most significant international trade shows for the construction and infrastructure industry this year. Held in Paris on 24-27 April, it brought together professionals from around the globe to explore the latest innovations, equipment, and technologies in the sector. Manufacturers, distributors, and service providers showcased their products, exchanged ideas, and established strategic partnerships.

Visitors experienced live demonstrations, informative conferences, and networking opportunities. Hitachi Construction Machinery France (HCMF) had a strong presence at the event, along with representatives from regional dealers, including Teramat, Prowimat and ESMTP.

Key highlights on the stand included the powerful ZX26U-6 mini excavator, ideal for operations in confined spaces, and the ZX33U-6, renowned for its stability and performance.

Other notable machines on display were: the ZW310-7 wheel loader; ZX95W-7 wheeled excavator; ZX390TC-7 (ideal for demolition applications); and the electric ZX55U-6EB and ZE135, which offer reduced environmental footprints.

Intermat 2024 not only highlighted the advancements in machinery but also emphasised the importance of sustainability and technological innovation in the construction industry.

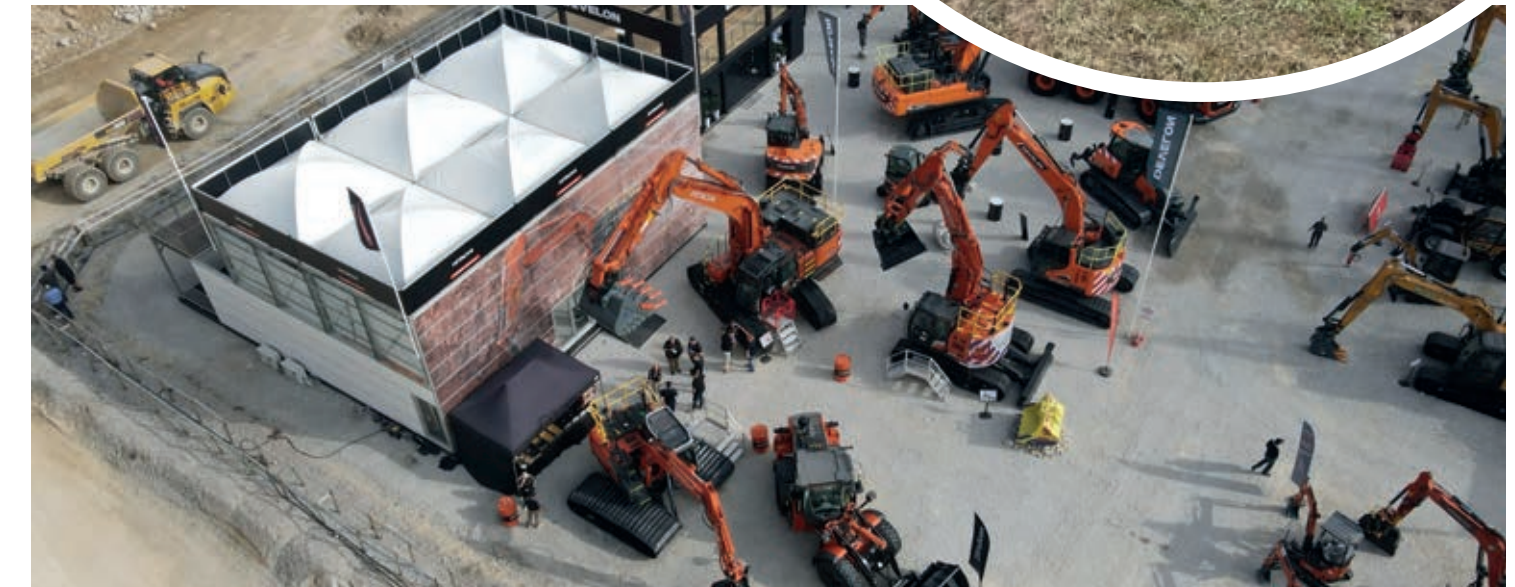


## Le Dig Tour, France

Le Dig Tour, held in La Bouëxière on 30-31 May, was an important event for the French construction and public works sector. Known for its outdoor setting and practical demonstrations, this event provided a platform for industry professionals to see and test the equipment in action.

Hitachi Construction Machinery France (HCMF) took the opportunity to organise engaging skill-based activities themed on the Olympic Games. One challenge involved placing five balls on a cone-shaped stand, with the fastest participant winning a prize!

Games were not the only attraction, however, as there were also several Hitachi machines on display. The versatile ZX33U-6 mini excavator, ideal for working in confined spaces, was a key highlight. The compact ZX95USB-7 and ZE135 electric excavator also attracted attention. Additionally, the ZX225USLC-7 equipped with the Leica Geosystems machine control system, and the robust ZW180-7 wheel loader were showcased. The event was a valuable opportunity for professionals to engage with new technologies and improve their operational knowledge.



## Hillhead, UK

Hillhead, the UK's largest quarrying, construction, and recycling exhibition, has been a major event for Hitachi Construction Machinery UK (HCMUK) since 1999. On 25-27 June, it continued to impress with its expansive setting and live demonstrations, providing a practical platform for showcasing heavy machinery and equipment.

HCMUK had a two-story hospitality unit offering an excellent viewing platform of the demonstration area, where a

ZX530LCH-7 large excavator loaded an autonomous dump truck, highlighting advanced technology and operational efficiency.

The display area featured a wide range of Hitachi equipment, including various mini excavators and other notable models. The ZX95USB-7, ZX225US-7, ZX130LCN-7, ZX490LCH-7, ZX155W-7, and ZW180-7 were among the key machines being showcased.

"We enjoyed welcoming new and existing customers and suppliers over the three-day event in our incredible hospitality structure," says Abbi Wilson, HCMUK Marketing & Communication Manager.

"The HCMUK presence has undoubtedly elevated the reputation of the Hitachi brand, showcasing us as the number one excavator supplier in the UK. Thanks to the rest of the team for making it an event to remember!"



### ÖGA, Switzerland

The ÖGA trade show in Koppigen, held on 26-28 June, was a prominent event for the Swiss gardening and landscaping industry. The exposition, which takes place every two years, attracted over 20,000 visitors, showcasing a range of products and innovations tailored to the sector.

Probst Maveg represented Hitachi Construction Machinery at the event with a 256m<sup>2</sup> stand, and a relaxed and welcoming atmosphere. Its distinctive Hawaiian-inspired theme, 'Aloha in Koppigen', helped the stand to attract significant attention, along with the range of machinery on display. This included the ZX19U-6 mini excavator and the new ZX95USB-7, highlighted for their advanced features, and ideal for landscaping and gardening tasks.

The relaxed setting and engaging presentation of the equipment were well received by visitors, who appreciated the opportunity to learn about the latest technologies. The ÖGA fair provided an excellent platform for Probst Maveg to connect with industry professionals, showcase Hitachi's innovative construction machinery, and highlight their commitment to enhancing efficiency and productivity in the gardening and landscaping sectors.



### EDA Convention, Serbia

On 13-15 June, the European Demolition Association (EDA) Convention took place in Belgrade, a significant event that brought together numerous experts and companies from the demolition sector. The EDA Convention was supported by notable sponsors, including KTEG and Hitachi Construction Machinery (Europe) NV (HCME), highlighting their strong position as leading providers of demolition machinery. Their involvement highlights their understanding of the industry's needs and their commitment to being key players in advancing the sector.

During the event, there were many valuable conversations with demolition contractors and suppliers. These interactions provided an excellent opportunity, not only to forge important partnerships, but also to exchange insights on the latest trends and technologies. KTEG and HCME clearly positioned themselves as leaders in the field, reinforcing their role as vital contributors to the industry's future.

A highlight of the convention was the workshop in which KTEG Managing Director, Harald Thum, delivered a presentation titled, "Mechanisation as a Solution for Labour Shortage." This addressed the pressing challenges currently facing the industry, and in particular the issue of labour shortages. He explored innovative, automated solutions that could help mitigate these challenges, emphasising the importance of mechanisation in maintaining productivity and efficiency in the demolition sector.



### Quarry Expo, Greece

On 31 May-2 June, Helma participated in the Quarry Expo 2024, held in Lithoro, Pieria, Greece. The event attracted up to 5,000 attendees from Greece, Cyprus, and the Balkan countries. Helma's presence stood out from the competition, reinforcing its position in the market and showcasing its commitment to providing high-quality machinery and solutions.

A wide range of Hitachi machinery was on display, including the ZX33U-6, ZX55U-6, and ZX180W-7-2P, while the live demonstrations highlighted the ZX48U-6, ZX350LC-7, and ZW310-7. These machines were selected to demonstrate their versatility and suitability for different applications, from compact excavators for confined spaces to larger models for more demanding tasks.

The event was a huge success for Helma, as its comprehensive display and engaging live demonstrations attracted considerable attention. "We made numerous new contacts, opening up potential business opportunities," says CEO Iris Tsouma.



### SRR – IFEMA, Spain

Exhibitions

The SRR – IFEMA Madrid event, held on 18-20 June, was a significant gathering for the recycling industry. It combined the SRR fair with the FER congress, creating a comprehensive platform for recycling companies to discuss advancements in the sector. The FER congress took place over two days within the SRR fair, facilitating knowledge sharing and networking opportunities. The event's formal indoor setting provided an ideal environment for industry professionals to engage in meaningful discussions and explore new technologies.

Hispano Japonesa de Maquinaria SL (HJM) participated with a display of the Hitachi ZW160-7, which was well suited to the clientele attending the event. The wheel loader's features made it a standout choice for potential customers interested in efficient and reliable machinery. Additionally, HJM promoted an after-sales campaign, offering free inspections to Hitachi owners, to enhance customer satisfaction and support.



### Galiforest, Spain

HJM's participation at Galiforest, held in Santiago, Galicia, on 27-29 June, highlighted its commitment to the forestry industry. It showcased a range of machinery designed to meet the needs of diverse forestry operations at the event, which enabled attendees to see machines operating in real-world conditions.

The show was an excellent platform for HJM to connect with potential customers and industry professionals, demonstrating the equipment's capabilities and establishing new business relationships. Galiforest's successful format and strategic location made it a must-attend event for companies like HJM involved in the forestry sector, offering opportunities for networking and knowledge exchange.



### WAMPEX 2024, West Africa

SMT Ghana participated in the 17th West African Mining & Power Conference and Exhibition (WAMPOC/WAMPEX) on 5-7 June. The three-day event brought together key stakeholders from the private and public sectors to discuss sustainable investment strategies.

The conference featured over 160 exhibitors from 20 countries, making it the leading platform in West Africa for the international mining and power industries. SMT Ghana's participation marked the first time that Hitachi Construction Machinery (Europe) was represented at WAMPEX. At booth E11, SMT Ghana showcased large Hitachi excavators, emphasising their benefits for large-scale mining operations. It also highlighted the EX2000-7 with a video that demonstrated its capabilities.

The event provided a platform for SMT Ghana to connect with senior professionals, government representatives, and industry stakeholders. They came together to discuss the latest industry trends and challenges. The focus was also on after-sales solutions, sharing how Hitachi and SMT could support their customers' operations effectively. SMT Ghana's presence at WAMPEX was a huge success, enhancing its visibility and establishing important connections in the West African mining and power sectors.

# IT'S A HITACHI WORLD

Here are a few of the year's highlights from HCME's approved dealers, their customers and job sites across Europe...

### The Netherlands

H van Steenwijk BV rented a ZX55U-6EB electric excavator for a crucial restoration project on Amsterdam's iconic canal to minimise noise pollution and reduce disturbance to the surroundings.



### Italy

The first ZX400MC-7 in Italy was delivered to EDIL-SCAVI Srl by authorised dealer Massucco T. The multi-tool carrier is being used on a demolition project in Cuneo, Piedmont.



### Bulgaria

The Elatsite copper mine in the west of Bulgaria welcomed the first Hitachi EX2600-7 in Europe – supplied by the Bulgarian Hitachi dealer, Z&M.



### Onsite

### Norway

A new ZW220-7 wheel loader is one of the latest additions to the impressive fleet of Norwegian contractor Larsen Maskin & Transport AS.



"We bought the wheel loader because we were going to carry out a number of heavier tasks, such as loading and extracting – and the Hitachi is powerful and reliable," said General Manager Svend Ingvar Hoel Larsen.

### Hungary

Valkon Kft made its grand debut as the newly appointed Hungarian dealer at AGROMashEXPO in Budapest. "We are proud to introduce Hitachi Construction Machinery's reliable equipment to our customers," said Managing Director Sándor Kecskeméti.



### Serbia

West Balkans Machinery exhibited a selection of Hitachi models at the SEEBBE Building Trade Fair in Belgrade in April. At the event, it showcased three Hitachi excavators and two Premium Used machines.



[Clicjk here to visit Onsite for more stories like these](#)



# VERSATILITY IS THE KEY

Two Swedish operators give the lowdown on their new ZX175W-7 and ZX155W-7 wheeled excavators, delivered by authorised dealer Delvator.

Customer



I like the additional space and high level of comfort in the cab.



**Name:** Sonnie Söderberg

**Experience:** 12 years

**Contractor:** Borg Entreprenad AB, Rimbo, Sweden

**Speciality:** road construction, infrastructure work, and water management projects

**Machine:** ZX175W-7, delivered in 2024

## The job site

The new ZX175W-7's first assignment was to build the road network, as well as the water and sewage work for a new housing development at Ulleråker in Uppsala to the north of Stockholm. The project started in December 2022 and is scheduled to finish in spring 2025.

"We carry out many tasks on this project with the ZX175W-7. I am involved with most things that we do to build a new road. Here this includes laying water and sewage pipes, backfilling, placing the border stone and adjusting the asphalt.

## Performance

"Hitachi machines are the best and I'm fortunate that John (Borg – owner) likes Zaxis wheeled excavators too. Having already operated the company's other ZX175W-7, it was an easy purchase decision to make, because there's no downtime – they just keep working!

"Overall, the hydraulics have taken a big step forward and you get a completely different feeling from operating the -7 series, which is even better than the -6. It is more precise and smoother – much like a Zaxis-7 crawler excavator – and the

handling is excellent, especially during the loading cycle.

## Comfort

"I also like the additional space and high level of comfort in the cab. The steering wheel is more user-friendly: it's smaller and more adjustable. The screen on the monitor is bigger and better, and it's easier to view. In addition, the all-round visibility has been improved thanks to the 270-degree bird's-eye view from the camera. You can set up the machine in a completely different way from the cab – without needing a computer."

See the ZX175W-7 in action here



GROUND CONTROL



**Name:** Johan Larsson  
**Experience:** three years  
**Contractor:** KM Schakt, Björklinge, Sweden

**Speciality:** earthmoving, sewage and infrastructure work, and groundworks  
**Machine:** ZX155W-7 delivered in 2023

Customer

**The job site**

One of the ZX155W-7's initial assignments for the company's first new Hitachi wheeled excavator was on a project to prepare an extension to a school in Vendelsö malm, to the south of Stockholm. The project started in December 2023 and was scheduled to finish in June 2024.

"At this site, we are doing the foundation, water and sewage work. The versatility of the ZX155W-7 is such that I can cover most of the tasks when it comes to this type of project. I can dig the trenches, and

load and unload our trailer and the trucks that arrive on site. In addition, I move the materials for the other machines to use, as well as for my own work.

**Performance**

"I like the Hitachi ZX155W-7 because it's compact and designed with the short-tail swing so that I can work in tight spaces. If it's too narrow, the long reach is also very good, so I can get into confined areas anyway. Overall, the machine is stable, and does everything that is asked of it well.

**Comfort**

"The cab also suits me very well. It's easy to access and comfortable. I have no problems to work with the machine for a long time. I'm happy with the small steering wheel, which gives me excellent visibility, complemented by the camera system."

Johan has a co-driver in the form of Zixten, a one-year-old Beagle. His faithful companion has been accompanying him to work since he was eight weeks old and enjoys sitting on his platform behind Johan's seat in the cab.



# ROAD TO SUCCESS

Why Hitachi Premium Rental machines are first choice for a Greek contractor's road construction projects.

The Olympia Odos is one of the most important strategic projects in Greece, connecting the regions of Attica, Peloponnese, and Western Greece and Athens with the country's gateway to Europe, the port of Patras. The new toll road will bring significant economic, social and cultural benefits, by improving links to tourist areas, and strengthening export and agricultural production.

On a new 75km stretch of the motorway, between Patras and Pyrgos, several Hitachi Premium Rental machines were used by Aigistos SA to help move an estimated three million cubic metres of earth as part of the Olympia Odos extension.

Road construction is typical of the work carried out by Aigistos, which also specialises in dams, quarrying, energy and construction projects. Founded in 2008 and headquartered in Athens, the company employs 350 people and operates across the country.

Responsible for 35km of the new section, Aigistos had a ZX890LCR-7 large excavator and a ZW220-7 wheel loader on site at Kourtesi, in November 2023. Both machines were supplied by Hitachi dealer Helma SA.

Aigistos Project Manager Vasilis Koletsis said: "Hitachi machines are fuel-efficient and easy to operate. We are extremely satisfied with the service we receive from Helma. Their technician can be at the job site at 7am if needed."

Hitachi also stood out from the competition regarding the supply of genuine parts: "The availability of spare parts is great, it can be two days' delivery time for filters, for example. With other brands, it can be one or two months!"

In addition, only Hitachi worked without problems relating to AdBlue, said Vasilis. "Many competitor machines have had pump-related issues, but Hitachi works well, without these problems."





Even after several hours of work, you get out of the machine feeling rested and in the mood to go and grab a coffee.



Zigeris Christos, operator



The machine makes me happy. It is very powerful and reliable.



Premium Rental



Andreas Dimopoulos, operator

**Powerful and reliable**

Operator Andreas Dimopoulos is highly satisfied by the performance of the ZW220-7. After working with the wheel loader for six months, he was impressed by its reliability and speed: “The machine makes me happy. It is very powerful and reliable.”

The ZW-7 model has been designed to increase uptime with durable components, intelligent prevention systems and easy maintenance features. It is fitted with a Hitachi bucket, also supplied by the Greek Hitachi dealer, Helma SA. “The bucket is very good and for the size of the machine, it is just right,” adds Andreas.

The ZX890LCR-7 excavator was operated by Zigeris Christos. “I’ve been working

with this machine for a year and I’m quite happy with it. I don’t think there is anything Hitachi needs to improve on this machine. It’s relaxing for the operator – the cab is comfortable and spacious. Even after several hours of work, you get out of the machine feeling rested and in the mood to go and grab a coffee.”

**Rental advantages**

The ZX890LCR-7 and ZW220-7 are part of Aigistos’ sizeable Premium Rental fleet – the company has also rented two additional ZX890-7 and four ZX490-7 large excavators, and two ZX180W-7 wheeled excavators from Helma SA.

“An advantage of renting construction equipment is that new machines are more

fuel-efficient and reliable, so they have less downtime than older models,” says Vasilis.

Helma Sales Consultant Fanis Karampetiadis says: “The rental market is growing in Greece as customers learn about the advantages it brings to their business. The last two years in particular have been a strong period. The government is investing in many new projects, like this one, which brings new opportunities for both Helma and Hitachi.”

[Click here to see the machines in action](#)

# BREAKING NEW GROUND

**The first Hitachi EX2000-7 excavators in Ghana set the standard in mining with high levels of productivity, efficiency and operator comfort.**

A mining customer in Ghana has taken delivery of the country's first Hitachi EX2000-7. Engineers & Planners utilises the ultra-large excavator at the Cardinal Namdini mine in Bolgatanga, where it plays a pivotal role in loading a fleet of rigid and articulated dump trucks. Its performance has been so impressive that the company decided to acquire a second EX2000-7 some months after its arrival.

The decision to opt for the EX2000-7 was due to Engineers & Planners' positive experience with its existing Hitachi mining fleet, particularly four EX1900-6 excavators. The capabilities and reliability of Hitachi machines, coupled with their fuel efficiency and durability, made the EX2000-7 an obvious choice for enhancing operational efficiency. The new machine consumes up to 19% less fuel than the EX1900-6 while maintaining the same level of productivity.

According to Project Manager Andrew Ofori, the EX-7 model has had a positive impact on operations. "The digging power has been good and the excavator loads the dump trucks in less than two minutes with less than five bucket loads, which has greatly improved our productivity." The camera is also a welcome addition, helping to prevent undercarriage damage, protecting both the machine and operator.

**Enhanced comfort and safety**  
The Hitachi EX2000-7 provides a high level of operator comfort, enhanced visibility with a 360-degree camera system, and

substantial fuel savings. Ofori adds: "When you enter the cab, it is spacious and the air conditioning provides a comfortable working environment."

The strong partnership between Engineers & Planners and the local authorised Hitachi dealer, SMT Ghana, has been key to facilitating operations and the prompt resolution of any issues. SMT's robust after-sales support, including dedicated on-site technicians and ongoing technical support, has further reinforced the trust and collaboration between them.

The introduction of the new EX2000-7 machines is indicative of Ghana's position as a thriving mining market. This is partly due to the implementation of the local content law, leading to the growth of local mining support companies.

"At SMT Ghana, we anticipate further expansion and opportunities in the Ghanaian market, and hope to leverage this success in others, such as Mali, Mauritania, and Morocco," said Frederic Calmes, SMT's Regional Mining Key Account Manager.

**Watch a video  
about the  
EX2000-7 here**



Job site

GROUND CONTROL



# BUILDING A BETTER STOCKHOLM

The European tour of Hitachi electric equipment got off to a strong start in Sweden, highlighting how zero-emission excavators can power the future.

The Stockholm Green Innovation District is a new growth area for technology and sustainability. It is being developed with the goal of renewing and building urban spaces with climate-smart solutions. This initiative is typical of a city that was named by the EU as the world's first European Green Capital in 2010.

One of the projects is focused on the Meatpacking District, which will be developed into an enticing destination combining residential and commercial properties, as well as food, culture and other venues by 2033. The area is representative of the creativity and innovative power that put Sweden on the map – and this will be manifested in future city life, housing, workplaces and the environment.

It is therefore an appropriate starting point for the “Powering the Future” tour for three ground-breaking electric excavators: the ZE135 (developed by KTEG, a joint venture between Hitachi Construction Machinery (HCM) – and German dealer Kiesel), and the ZX85-6EB and ZX55U-6EB, developed by HCM.

The power for the machines was supplied by a 422kWh energy storage system and charging units developed by Alfen NV, in collaboration with Itochu Corporation and HCM. Having signed a memorandum in October 2023, HCM is working with its two partners to achieve zero emissions on European construction sites.

The ZE135 took centre stage – with the contractor Bäckströms – working on a project for energy provider Stockholm Exergi. When they finished their stint in the Swedish capital, the three machines moved on to several other countries before the tour ends at Bauma 2025 in Munich, Germany.

## Getting closer to zero emissions

The infrastructure required for the new-look Meatpacking District involves moving the existing heating and cooling pipework. Stockholm has the world's largest district cooling system, which is 250km long and

GROUND CONTROL



“I would certainly recommend other operators to give electric power a try as well.”

Sebastian Molin, the test operator for the ZE135



The charging unit allows the safe connection to the excavators

continuing to expand. The ZE135 was a welcome addition to Bäckströms’ fleet to help install a 500m stretch of cooling pipes in February and March. The electric excavator was selected to excavate the trenches, lay the two-way pipes and backfill ready for the completion of the contract.

The introduction of the ZE135 and its battery charging unit have been a success according to Stockholm Exergi Construction Manager Johan Schröder: “We’re aiming to get as close to zero primary energy use as possible and therefore the selection of the supplier and equipment for projects such as this are a top priority.

“Bäckströms is the only one of our contractors that has used an electric excavator on one of our job sites. It’s obviously quieter than conventional machines, we’re happy with the zero emissions and there’s even a good place here for the charging unit that is required to go with it.”

**Environmentally friendly approach**

It’s no surprise that Bäckströms accepted an invitation from Hitachi Construction Machinery (Europe) (HCME) and its authorised dealer in Sweden, Delvator, to try out the three electric excavators in a cold climate. The company’s slogan, “We’re building a better Stockholm”, is typical of the environmentally friendly approach adopted by its business at large, which includes the supply of construction machinery and materials, as well as the removal of materials, recycling and transportation.

“We were incredibly happy and grateful when we were asked by Delvator if we were interested in testing the Hitachi electric machines,” says Bäckströms CEO Jerry Magnusson. “There are three main reasons why we agreed to cooperate so quickly.

“Firstly, the City of Stockholm will implement a low emission zone in part of the city centre – where many of our machines work – at the end of this year. An expansion of this area is also being

investigated in 2024 and decided in the first half of 2025.

“The second reason is that we aim to stay ahead of our customers’ requirements and satisfy them before they ask for a different solution. And finally, our group has set sustainable goals and indicated how these will be met – and the test is an important part of this programme.”

While Bäckströms is not an existing Hitachi customer, Jerry and his team have been impressed with Delvator and HCME throughout the project. In addition, they have received “excellent support” and met with Hitachi representatives from Europe and Japan. As Jerry concludes: “We are starting to feel confident that the overall operation could work for us in terms of future collaboration.

“We have always liked Hitachi as a brand. Now that we’ve seen how determined Hitachi has been to make things happen – with support that works from a dealer we know and feel we can work with – it is starting to tick all the boxes!”



The ZE135 has been developed by KTEG



The ZX85-6EB has been developed by HCM

Sustainability

### Portable power supply

The energy storage system and charging units are vital pieces of supporting equipment for the electric excavators. They are compact, easily transportable and convenient for an urban job site such as the Meatpacking District.

Bäckströms Project Support Anton Silvennoinen explains how this works in practice: “The ZE135 is used for about 3.5 hours each morning, and when the operator goes for lunch, we take the opportunity to use the faster DC cable and recharge the machine’s battery in about 45 minutes.

“The work will continue until the end of the day, then we leave the machine connected to the slower AC cable overnight. It keeps the battery warm for optimum performance – and it’s ready for work the next morning.

“As the charging unit allows us to safely connect to the Hitachi electric excavators on site, we don’t have to move the machines very far – and so this is the perfect scenario. In addition, we are not dependent on a single connection point and are flexible to work all over Stockholm.”

Anton has also worked closely with the ZE135 and the other two smaller machines and says: “The advantage of electric equipment is that it is quiet, which is greatly appreciated by those working in close proximity and our customers like the fact that it is an emission-free machine. Overall, I like the three electric excavators: they look good, the hydraulic system is fantastic and the operators are happy, which is always important.”

### Give electric power a try!

Sebastian Molin has been an operator for five years, with previous experience

of Hitachi Zaxis medium excavators, and was given the opportunity to test the ZE135 on the project. “My feeling after driving the ZE135 for some time now is that it is comfortable and I love the hydraulics,” he says. “It’s also strong, productive, and fun to try something new.

“There is not much difference between a conventional diesel machine and this electric excavator. It’s easy to disconnect the cables each morning, and you’re ready to get to work right away. The biggest advantage of the ZE135 is the lack of noise. It’s much easier for me to

communicate with my colleague when he is directing me, as we can hear each other so much better.

“At first, I was sceptical about testing the ZE135. However, now that I’m familiar with it, I think it’s a good machine – and I would certainly recommend other operators to give electric power a try as well.”

The first leg of the Hitachi “Powering the Future” test programme was hugely successful thanks to the enthusiasm and commitment of Stockholm Exergi, Bäckströms, Delvator and HCME. Working

in partnership, the group of companies has seized the opportunity to be at the forefront of an industry-leading sustainable initiative.

[Click here to see the ZE135 in action](#)



# THE SECRET WEAPON

Hitachi's small but mighty ZX33U-6 and ZX55U-6 mini excavators, supplied by authorised dealer Comac, help Alta Quota succeed in some of Italy's most rugged environments.



## Customer

patterns – Alta Quota's work demands machinery that is both highly durable and versatile. With operating weights of 3,720kg (ZX33U-6) and 5,310kg (ZX55U-6), and power outputs of 18.8kW and 29.1kW respectively, high productivity is ensured without compromising on safety, comfort, or environmental impact.

With years of experience in the earthmoving industry, Comac takes pride in offering not just the machines, but also top-tier after-sales service to keep Alta Quota's projects running smoothly. By providing continuous technical support and ensuring that equipment remains in optimal condition, Comac enables Alta Quota to maintain its high standards of work, even in the most remote environments.

"The Hitachi mini excavators are perfectly suited to the challenging working conditions that we encounter in the region's rugged landscape," says Claudio Zucconi, the owner of Alta Quota. "They offer an ideal balance between power and precision, combined with a comfortable cab for our operators. We are also happy with the invaluable after-sales support that we receive from Comac."

For over 30 years, Alta Quota has been a leader in groundworks and landscaping in mountainous terrain. The company, based in Calalèse, Trento, specialises in challenging and technical work, such as: reinforcing stone walls; installing avalanche and rockfall barriers; and laying essential water and drainage pipes. Alta Quota is also involved in the installation of road safety barriers and the construction of traditional wooden fences.

Operating throughout northern and central Italy each terrain comes with its own challenges. This is especially the case in the mountainous landscape of the Trento region, where Alta Quota has an intimate knowledge and deep understanding of the tough working conditions. From steep slopes to confined spaces, the manoeuvrability and reliability of equipment are essential for the successful completion of a wide range of projects.

This is why Alta Quota places its trust in Hitachi Construction Machinery's compact yet powerful ZX33U-6 and ZX55U-6 mini excavators. These machines, supplied by Comac – HCME's dealer for Trentino, Alto Adige, and the provinces of Vicenza, Verona, Padua and Rovigo – are crucial for the contractor, thanks to their robustness, lightweight design, and small turning radius.

Recent projects involving these Zaxis-6 models include the construction of reinforced soil structures in Torri del Benaco, and the consolidation of a landslide on the forest road in Canazei. Additionally, these excavators have been instrumental in the terracing of two gardens in Solferino and Tesero.

Given the rugged nature of the Trento region – known for its steep valleys, rock formations, and unpredictable weather

“  
The Hitachi mini excavators are perfectly suited to the challenging working conditions that we encounter.”



GROUND CONTROL

# SPOTLIGHT ON THE NEW ZAXIS-7 SLF

Special applications



Hitachi Zaxis-7 SLF excavators set a new standard in efficiency, providing extended reach, precision control, enhanced operator comfort and safety, and exceptional versatility and reliability. Product Manager Akarsh Shetty shares some of their highlights...

**H**itachi Construction Machinery offers an extensive range of super long front (SLF) excavators, which varies from 9 to 49 tonnes, and offers working ranges from 10.5 to 22 metres.

Created specifically for slope finishing, loading and dredging, they are designed using more than 20 years of engineering experience, and will improve profitability, enhance comfort, increase safety and maximise uptime.

#### Improve profitability

The length of the boom and arm are

perfectly balanced with the base machine. And the boom and arm design is the perfect combination of strength and flexibility for the machine's extended working range. The Hitachi TRIAS III hydraulic system provides a high level of control, and allows the SLF machine to work with exceptional speed and precision.

Pressure settings are optimised for deep digging and unloading. And the machine can be positioned close to trucks to enhance the loading of various materials, for a productive and streamlined handling process.

Designed for optimal transport height and stability during transit, the SLF excavators are also easy to move from one job site to another. Long or narrow undercarriage options are available, ideal for various working conditions.

#### Enhance comfort

The Zaxis-7 SLF excavators share the same industry-leading cab as the standard Zaxis-7 machines. The heated suspension seat is extremely comfortable, and the synchronised motion of the seat and console reduces fatigue.

Due to the installation of a new viscous mount, there is an up to 27% reduction of cab vibrations compared to the previous version and it has the lowest noise levels in the market. Easy operation comes from the new ergonomic design of the console and switches, and convenient access.

#### Increase safety

The exceptional visibility from the cab is due to the Aerial Angle camera system, which gives operators a 270-degree bird's-eye view of their surroundings. LED lights allow them to work confidently and productively in challenging conditions.

The stability of the machine has been enhanced by the heavier counterweight in line with the robust undercarriage and durable components offering strong traction. Operators can also expect enhanced manoeuvrability on different types of terrain.

Another important safety feature on this model is the hose rupture valve. If it detects pressure loss, it quickly closes to ensure operator safety and minimal damage to the equipment.

To find out more, turn over the page to see how a Zaxis-7 SLF machine performed on a job site in Sweden.

[Click here to view a film of the SLF machines](#)

#### Maximise uptime

Maintenance and cleaning of the Zaxis-7 SLF excavators are quick and easy, with wide door and cover openings providing easy access, and minimising downtime. Additionally, most parts are interchangeable with standard Hitachi machines, which also facilitates easy maintenance and ensures maximum uptime.

# SLF TRANSFORMS REGENERATION PROJECT

Hitachi is renowned for its special application machines and the super long front (SLF) is no exception. The Swedish contractor Steffes Schakt AB has been specialising in the usage of these excavators on infrastructure, dredging and decontamination projects for just over 30 years, such as this regeneration scheme in the south of Stockholm.



The ZX350LC-7 SLF is one of the ten Hitachi Zaxis super long front excavators in Steffes Schakt's fleet

Job site

“I’m very happy with how smooth and precise the machine is.”



Operator Oliver Zacryander values the versatility of the ZX350LC-7 SLF

The Meatpacking District area is being transformed into a destination for food, culture and experiences that will be completed within the next ten years. Work has already begun on the urban development for 3,000 residential units, 14,000 workplaces, commerce, and other services.

Skanska, one of the world’s largest construction companies, has been commissioned by the City of Stockholm to carry out some preparatory work in this district. The project is to lower and level the ground, where there are currently height differences of up to ten metres. This also includes extensive work to lay cables for electricity, fibre optics, water, sewage, and a vacuum waste collection system.

### Smooth and precise

Steffes Schakt AB is working as a subcontractor for Skanska on a 250-metre section of water, drainage and sewage. This process started in November 2023 and the Ekerö-based company has commissioned a Hitachi ZX350LC-7 SLF with Leica Geosystems machine control for the work.

Operator Oliver Zacryander is digging the trench to a depth of 5.5 metres and width of approximately 10 metres. “At this depth, the materials are soft and there is too much water penetration,” he explains. “So, to prepare the trench for the pipework, the materials have to be excavated and loaded on to articulated dump trucks, before it is reinforced with 90/30 mm aggregates.

“We then lay a water pipe, an 800 cm drainage pipe and a 300 cm sewage pipe – all in sections – and finish with finer 0/8 mm materials under and over the pipework. Another team then returns the ground to its original state and this will form part of the regeneration area.”

Oliver has worked for Steffes Schakt for five years, during which time he has operated many of the ten Zaxis super long front excavators in the company’s fleet of Hitachi construction machinery. These include a ZX350LC-5, two ZX300LC-7s and a ZX250LC-7 SLF, but after driving a ZX300LC-6 for two years, he has been working with the ZX350LC-7 SLF for 18 months.

The machines have been supplied through the Swedish Hitachi dealer, Delvator, who have been particularly helpful to Oliver in finetuning his super long front excavator: “After the guys from Delvator had perfected the hydraulic pressure and flow to my liking from the standard setting, I have been very happy with how smooth and precise the machine is.”

### Flexible and stable

He also values the versatility of the ZX350LC-7 SLF without the need to have another standard machine on site: “The super long front is perfect for efficiently preparing the trenches, which smaller, conventional machines are unable to do. In addition, the machine shows its flexibility on this project as it is stable – even with a full bucket at long reach – and it can also load the ADTs safely and correctly.

“I use the tiltrotator and quick coupler for most of my work, but not when I’m excavating the harder materials on this site. I also use a variety of attachments for everything from breaking the surface to loading the trucks, and from handling large rocks to digging under the pipes.

“There is less noise in the Zaxis-7 cab and it is more comfortable and better equipped than the -6 series. I prefer the layout and the improved technology, for example it is more user-friendly and you have greater functionality on the monitor.”

The service from Delvator is also second to none, according to Oliver: “If there’s an issue with the machine, then Thobias, the service engineer, and his van are only a phone call away. There is always a good

response time and he can usually think of a solution while he’s on his way to the site!”

However, the need to call Thobias is rare and the renowned reliability of Zaxis excavators is the most beneficial aspect of ownership to Steffes Schakt, as Oliver concludes: “From a company perspective, there are very few problems with Hitachi excavators – they just keep running.”

[Click here to watch a video about Steffes Schakt](#)



# GOING UNDERGROUND

Why the Hitachi ZX350LC-7 CTA is ideal for an important metro expansion project in Austria.

Published with permission from 'Arge U2 17-21' and Strabag/PORR

Special applications



## The optimum solution for complex below-ground construction projects.



Two Hitachi ZX350LC-7 excavators with clamshell telescopic arms (CTA) are being utilised on an important infrastructure project in the centre of Vienna.

The special application machines, which can remove soil from several metres below ground level, were selected by the U2 17-21 consortium to work on the city's metro expansion project. The aim is to extend the U2 line between Matzleinsdorfer Platz and Neubaugasse, which started in February 2021 and is due to be completed in 2028.

The subway is continually expanding in line with the city's growth. The U2 17-21 consortium, made up of companies Strabag and PORR, won the contract to build four new stations and three emergency exits on the U2 line for around €480 million. Additional work worth about €49 million was added later.

### A delicate excavation project

The project involves moving millions of cubic metres of soil from depths of 30 metres, bringing it up to five metres above ground level. The Hitachi ZX350-7 CTA was selected thanks to its precision and quick cycle time, which is estimated to be 45 seconds. This is significantly faster than the cycle time of a rope or crane excavator.

"The achievable depth of 32 metres [including a two-metre local extension] was essential to our decision when selecting the ZX350-7 CTA excavators," says Project Manager Michael Stoifl. "The 1.5m³ ISO clamshell bucket size was also an important factor. In my opinion, it is a reliable and efficient machine."

In addition, special measures are required to prevent surface movements during the excavation. The enhanced hydraulics of the ZX350LC-7 CTA, combined with the arm's high-speed extension and retraction, and the powerful pull-up force result in smooth and efficient operation.

### Constructing a sustainable transport solution

The stations are built using the New Austrian Tunnelling Method, a method of modern tunnel design and construction employing sophisticated monitoring to optimise various wall reinforcement techniques based on the type of rock encountered as tunnelling progresses.

The tunnels are excavated conventionally, while the inner walls are made of concrete using formwork carriages.

A tunnel boring machine (TBM) is used to connect the stations. The segments for the tunnels are manufactured then transported to the construction site. Only one TBM is used instead of two to save costs, but this requires precise coordination.

### Reducing emissions in Vienna

Despite the scale of the project, which involves moving large amounts of soil and concrete, the metro will have a relatively low environmental impact over its lifespan. Expanding the subway is an important step towards reducing CO<sub>2</sub> emissions from Vienna's transportation network and enhancing mobility for the city's residents and visitors.

"Hitachi is the only manufacturer to design and build excavators with deep-digging telescopic arms in-house," says Burkhard Janssen, HCME European Department Head of Special Application Machines & New Technologies. "The Zaxis-7 models share the same industry-leading technology as standard Hitachi excavators, and are the optimum solution for complex below-ground construction projects. They offer high levels of productivity, a powerful performance and exceptional versatility."

Find out more about the ZX350-7 CTA here

GROUND CONTROL

# THE FUTURE OF FLEET MANAGEMENT

ConSite is continuously evolving to bring value to your business. Using data from Hitachi construction machinery and advanced ICT technology, it offers a wide range of benefits to enhance operational efficiency and support sustainable growth. *Ground Control* caught up with Hitachi Construction Machinery (Europe) NV's Product Manager, Arthur Geremia, to talk all things ConSite.



## Firstly, what is ConSite?

ConSite is a family of applications and services that includes ConSite: Data Report, Pocket, Shot, Alarm and Oil. Through these, owners can monitor and manage their Hitachi construction machinery to achieve higher productivity and less downtime. By providing real-time machine data, predictive maintenance insights, and remote equipment management, it allows users to optimise fleet performance, reduce operating costs, and make data-driven decisions.

## And what are the main benefits?

ConSite takes machine data and turns it into useful insights, helping you to plan maintenance ahead of time and make better use of resources. By predicting when oil changes or analysis are needed for example, ConSite helps to extend the life of your equipment and cuts down on overall ownership costs.

## Which models are compatible with ConSite?

ConSite is compatible with most Hitachi Zaxis excavators and ZW wheel loaders (-3, -5, -6 and -7 series), as well as EX mining excavators and EH rigid dump

trucks. It is also compatible with the new range of electric excavators.

## How can the information captured by ConSite be viewed?

The monthly ConSite Data Report can be easily accessed and downloaded in Owner's Site and ConSite Pocket. This includes such metrics as: oil condition; machine operating hours; fuel consumption; CO<sub>2</sub> emissions; and other useful data. All this information allows fleet managers to identify any potential issues early, which in turn helps to reduce downtime and plan maintenance efficiently.

## What makes ConSite unique?

A comprehensive approach to machine health management, coupled with industry-leading innovations, is what makes ConSite unique. Hitachi is the only construction machinery manufacturer to offer an oil condition monitoring sensor, which allows owners to check the status of the oil in their machines online.

The oil works like the blood in our veins, as it cleans everything and ensures the machine is working properly. If it isn't in a good condition, then problems may

start to arise. By combining the advanced sensor technology with our robust ConSite platform, we provide an unmatched solution for optimising equipment performance, extending machine life, and reducing operational costs.

## How does the oil sensor work?

The oil condition monitoring sensor checks the oil's condition in real time. It monitors the hours of use, viscosity, deterioration and the possible presence of contaminations like metal, silica, sand and rock. This also helps to detect any wear and maintenance needs early, as well as preventing unplanned downtime and costly repairs.

## What is the ConSite Pocket app?

In addition to real-time machine data like operating hours, idle time, fuel consumption, and location, the ConSite Pocket app provides proactive alerts on potential issues, allowing for a quick response. With this you can optimise machine utilisation, efficiently schedule maintenance, and make informed decisions on the go.



Click here to find out more

## And what is the ConSite Shot app?

ConSite Shot is our digital inspection assistant. It streamlines daily machine visual inspections for owners to ensure everything's in order. It's also valuable for rental companies when delivering or picking up a machine.

The app is user-friendly with a guide to taking consistent photos and there are options for in-depth inspections that can aid in buying or selling machines. Furthermore, there is a version of the app – ConSite Mining Shot – for the mining industry that works in the same way.

## What level of support is available for ConSite?

If an issue is detected, local Hitachi dealers have access [through ConSite] to the critical data needed for efficient troubleshooting and resolution. In practice, this means that service work is more streamlined, and the time to solve issues is reduced.

## Unlock the power of ConSite by partnering with your local Hitachi dealer.

They will set up a Global e-Service account, connecting your machine to our advanced monitoring system. Download the ConSite Pocket and ConSite Shot apps from the App Store or Google Play to access real-time machine data and streamline inspections at your fingertips.

## What are the plans for developing ConSite?

HCME's aim is to grow as a true solution provider: first focusing on preventive maintenance through data use; before advancing to phase two of enhancing our products and creating two-way connections throughout the supply chain.

## For more information talk to your local dealer.

**“The information helps to reduce downtime and plan maintenance efficiently.”**



ConSite

LOAD

Founder Dimitris Tsoumas and his daughter, Iris Tsouma, CEO of Helma SA

HELMA A.E.

# CLOSE TO THE CUSTOMER

Why after-sales is at the heart of activities at Greek dealer, Helma SA.



The headquarters of Helma SA in Athens

Since 2019, Helma SA has been the authorised Hitachi dealer in Greece. Its headquarters are in the centre of Athens, and its service and after-sales department are in Magoula, in Attica. The company employs 40 people and is led by CEO Iris Tsouma.

Her father, Dimitris Tsoumas, founded the company in 1985. Having worked in the construction machinery industry since a young age and after gaining experience in the used sector, he decided to set up Helma SA. Iris started working at the company in 2019 after completing her university studies. "I always knew that I would be part of this one day, I watched my dad while I was growing up and didn't think of doing anything else," she says.

Now celebrating its 39th year in operation, the company has become one of the leading suppliers to the technical industry

in Greece, and prides itself on working with leading partners and high-quality products. It serves a broad range of customers, including construction companies of all sizes, contractors, subcontractors, earthmoving companies and even individual machine owners. The majority are active in road construction, quarries, general construction, earthmoving and recycling applications.

"Our customers differ a lot from each other, not only as personalities, but also according to their needs," says Iris. "However, they all have a common requirement for quality products, and fast and prompt support."

**Reliable products and service**  
After-sales support is one of the most important areas of Helma's business. As After-Sales Manager Socrates Varvaras explains: "It is part of our main focus, in

order to always be close to the customer. They need us in difficult situations and when there's a problem. We place a lot of importance on that."

Currently, after-sales accounts for approximately 30% of Helma's revenue. "Our goal is to increase that and I believe that in the next years, due to powerful moves we've taken, it will reach 40%." The company also aims to increase the number of service visits it carries out and to meet the growing demand for components. "The customer has realised how important it is to get [Hitachi] genuine spare parts and lubricants," he adds.

Since it became the authorised Hitachi dealer five years ago, Helma has succeeded in raising the brand's presence across the country and increasing its market share to approximately 30%. "I believe that we have succeeded in making Hitachi products

known and loved by the Greek market – because they are truly loved – and we strive for the best," says Iris.

"The feedback we have received so far for Hitachi machines is that they are extremely reliable. They rarely have any problems, and they are very easy to operate."

After a promising start to its relationship with Hitachi Construction Machinery (Europe) NV, Helma intends to continue its successful development as a customer-focused organisation.

"Our vision is to strengthen and evolve," says Iris. "The one thing that I believe has kept our customers close to us all these years, besides the products and the quality service we aim to provide, is our prompt communication and deep understanding of their needs."



After-Sales Manager Socrates Varvaras

# TEN OUT OF TEN

A decade after he invested in his first Hitachi excavator, a UK-based contractor explains why he stays true to Hitachi.



## Customer

**W**hen Brendan Carty decided to set up his own business in 2004, there was no doubt in his mind what the colour and brand of machinery would be. “Since I moved to England in the 1980s from Ireland, I have operated and supervised Hitachi excavators, from the UH063 and EX150. They were all reliable and user-friendly.”

Since he purchased his first machine, a ZX130LCN-5 in March 2014, he has invested in more than 200 Zaxis models for his company, Shannonside Civil Engineering Ltd. Today, its fleet in excess of 100 excavators is made up of three- to 30-tonne models, from the ZX33U-6 mini to the ZX350-7 medium. They work on multiple sites within an 80-mile radius of the company’s headquarters in Redditch, in the Midlands.

Two recent additions to the fleet, a ZX225US-7 and ZX350-7, are working on a housing development for Persimmon Homes in Cheltenham. On this project, Shannonside Civil Engineering Ltd is responsible for preparing the infrastructure, roads and drainage system for the first phase of 260 houses.

The latest Zaxis-7 machines are equipped with Leica Geosystems machine control and Engcon tiltrotators, supplied by Hitachi Construction Machinery UK’s Hitachi Connected Technology team. “I like the fact that the machines go to work site-ready,” says Brendan. “We’re not waiting a week for other suppliers to come and calibrate the bucket, for example.”

### Hitachi through and through

The reliability, high residual value, and consistent quality of Hitachi excavators over the last decade, have resulted in a strong working relationship between Shannonside and Hitachi Construction Machinery UK. “I think that if the product is good, the relationship is easy. The sales team is knowledgeable and there when you need them. Representatives of other brands don’t come near me, as they know I’m Hitachi through and through, and they’d be wasting their time!”

Brendan sells the 13-tonne and under machines after three years, and the larger excavators after four to five years: “They don’t move around as much as the smaller ones, so there is less wear,” he explains.

GROUND CONTROL





“

**Representatives of other brands don't come near me, as they know I'm Hitachi through and through, and they'd be wasting their time!**

”

Customer



Brendan Carty,  
Managing Director  
of Shannonside  
Civil Engineering

Every machine he has owned, except one, has been sold to the same used machinery dealer in Ireland. This includes the first ZX130LCN-5 from ten years ago, which he hopes to be reunited with one day. “Eventually I hope to buy it back and put it on the family farm in Ireland,” he says with a smile.

**A special machine**

Brendan's enthusiasm for the Hitachi brand is shared by many of the company's operators, he explains: “Our operators ask for them, they are real fan boys of Hitachi!” Among them is Tim Philpotts, who has worked for Shannonside for eight years and was the first to work with the company's Zaxis-7 models.

He operates the ZX225USLC-7, which was also the company's 200th Hitachi machine. “It's versatile enough to fit into any space, but also big enough to make an impact,” he says. “It's a small machine with a big attitude!”

“The layout of the cab is good, with controls in easy reach – everything is where you need it to be. And the Engcon tiltrotator makes life easier, as less movement of the machine is required, and it makes it quicker to do the work.”

The machine is special for another reason too. The logo of Birmingham Children's Hospital Charity is displayed on the boom and the counterweight has a specially designed wrap. Each year, Shannonside donates £1 for every working hour of the machine to the hospital and the mental health charity, Mates in Mind. “My son was in the hospital when he was younger, so it means a lot to my family and I,” says Tim.

GROUND CONTROL

# INNOVATION AND RELIABILITY

With a long-standing commitment to Japanese technology, French customer Bastien Marsaleix explains why he has invested in a new Zaxis-7 excavator equipped with factory-fitted machine guidance and safety innovations.

Founded in 1980 and based in Corrèze in the Nouvelle-Aquitaine region, Marsaleix TP specialises in public works, encompassing water and wastewater networks, earthmoving, riprap, land clearing, stonework, demolition, and the transport and sale of materials. Managed by Bastien Marsaleix, the company focuses on quality and innovation, favouring proximity to its customers.

Since his first purchase of a Hitachi mini excavator in 2005, Bastien has always preferred Japanese equipment, renowned for its reliability. This preference was confirmed recently with the investment in a Hitachi ZX225USLC-7 excavator. The Zaxis-7 model is known for its robust design and high-performance hydraulics, offering smooth and precise movement, and is also ideal for complex earthmoving projects, according to Marsaleix TP.

The acquisition of the Hitachi ZX225USLC-7 marks a turning point for the company, as it is equipped with additional technology, including an advanced 2D with 3D-ready Leica Geosystems machine control that is factory-fitted by Hitachi Construction Machinery (Europe) NV. By helping the operator to complete work right first time, this technology contributes to optimal efficiency. For some tasks, it increases

productivity by up to 30%, uses less fuel by more than 20% and significantly enhances safety.

## Unrivalled safety

The advanced technology of the Zaxis-7 excavator also saves energy. By minimising rework and improving efficiency, this machine reduces CO<sub>2</sub> emissions by more than 20% to meet current environmental regulations.

An important benefit for Bastien is the comfort of the cab and the simplicity of its user interface. “Unlike other brands of machine I’ve bought before, the intuitive controls of the Hitachi make it extremely easy to use, even for my less experienced operators.”

In addition to his latest acquisition, Bastien was also impressed by a recent demonstration of a similar model at TP Expo. He tested a ZX225USLC-7 with two-piece boom (pictured right), which was fitted with an X-Watch safety system and Rototilt tiltrotator as well as the 3D Leica Geosystems machine control.

According to Thomas Bonvalot, Sales Manager at Leica Geosystems, this takes job-site safety to the next level. “This system is a real revolution in terms

of safety. It detects danger zones and automatically stops the machine, offering unrivalled protection for operators and their fellow workers.”

For now, Bastien will enjoy using the latest addition to his fleet, and the cooperation with Lima TP (ESMTP Group), the local authorised Hitachi dealer since 2016. He will continue to work with them on future projects, appreciating the quality of service and ease of communication with this family-owned company.

“Lima TP is our ideal partner, combining technical expertise, constant support and flexibility,” says Bastien. “Thanks to this collaboration, Marsaleix TP benefits not only from high-performance machines, but also tailor-made support to guarantee optimum operational efficiency.”

Lima TP takes pride in its personal approach and exemplary after-sales service. Yoann Mennier, Lima TP Sales Representative, emphasises the company’s proximity to its customers and its ability to adapt to their specific needs: “We’re a small, family-run business, and our customers appreciate that. Our strength lies in the ability to react quickly and establish a relationship of trust with each customer.”

Customised solutions



The intuitive controls of the Hitachi make it extremely easy to use.



From left to right, Yoann Mennier, Sales Representative, Lima TP; Bastien Marsaleix, Director and Founder of Marsaleix TP; David Verdejo, Director at Lima TP; Thomas Bonvalot, Sales Manager Heavy Construction France, Leica Geosystems part of Hexagon; Mickaël Hammour, Value Chain Business Coordinator, HCME

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