

# **AVANT<sup>®</sup>**

# **MAGAZINE**

AVANT TECNO CUSTOMER MAGAZINE 1/2013



**Forerunner in  
speed and power  
Avant 640  
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**New from Avant – Robot 185 p. 4**

**Avant in London Olympics p. 18**



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## Editorial

### Spring is on its way

Spring is here, and so is the time for preparing for the busy trade fair season. There are more trade fairs in spring and early summer than at other times of the year. You will be able to spot Avant loaders almost every week in at least five different trade fairs around the world.

The largest exhibition this year will be the Bauma international trade fair for construction machinery in Germany. When we first took part in Bauma back in 1992, Avant Tecno had only been operating for less than a year. Back then, we were able to find a dealer for our new skid-steer Avant loader to over ten countries. This gave us an excellent starting point for our international operations, and due to the recession back in Finland at the time, it was most needed.

Our stand at Bauma has grown from the 9 square metres of the early years to this year's 400 square metres. In this issue of the Avant Magazine, you can read more about our history at Bauma and the novelties we present at this year's exhibition, the Avant Robot 185 and the Avant 640 loader.

When reading this issue, you'll probably make the same observation as I did: Avant is a truly versatile machine, fit for any task at hand. With a single investment, it's possible to complete various tasks more easily and effectively than before. It is particularly delightful that Avant owners in all our customer segments and countries have been exceptionally happy with their purchase. And when it's time to upgrade your loader, the price you get from your old Avant can be a pleasant surprise.

Another important theme in this issue is the rapid product development taking place in both machinery and attachments. We want to constantly develop our operations and improve the competitiveness of the Avant loaders. Looking at the positive sales figures despite the current economic situation, it seems we have succeeded.

Even though spring and summer is a busy time for us, we're looking forward to it. I wish you all a sunny summer – on and off your Avant!

Risto Käkelä  
CEO Avant  
Avant Group

### Avant Tecno Customer Magazine 1/2013

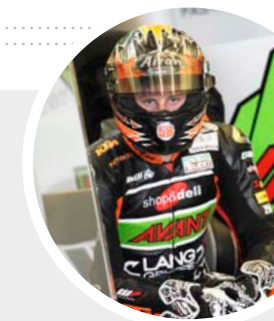
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AVANT TECNO (UK) Ltd.  
Manor Farm, The Street  
Bridgham, Norwich  
Norfolk NR16 2RX  
Tel. +44-1953 71 48 96  
Telefax +44-1953 71 48 97  
E-mail: sales@avanttecno.co.uk  
Web: www.avanttecno.co.uk

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## New from Avant — Robot 185 for demolition sites!

Avant's constantly expanding range of loaders and attachments has the right tools for any job. The Avant Robot 185, which will be launched in April, will further strengthen Avant's foothold on construction and renovation sites.

“The Avant Robot is a special machine that is designed mainly for demolition work. The market for demolition robots is looking good, because the focus in construction is shifting towards renovation and reconstruction.

These jobs require machines that fit in tight spaces and are efficient and safe. The electrically-operated Avant Robot is a machine for precisely such sites”, says Jani Käkälä, Sales Manager of Avant Group.

This latest addition to the product range complements Avant's selection of demolition machines. “The division of work among the machines is such that the Robot mainly breaks concrete, and loaders are used for other tasks, such as moving broken concrete and transporting and levelling. An Avant is

a handy multi-purpose machine for use all year round when there is a need to move construction site materials, unload, and maintain order at various sites, for example. When necessary, even a loader can be equipped with a hydraulic breaker”, Käkälä points out.

The Avant Robot has had a long and technically demanding path from development to production, because its operational environments involve a lot of special requirements. “All the functions of the machine can be operated with a wireless remote controller, valves are steered through electrical control units, and the machine's operating power comes from 32A or 63A current. All in all, the Avant Robot is a technically advanced and modern-looking machine”, Käkälä states.



## New demolition robot unveiled

Avant Tecno will unveil the first model in its new line of demolition robots, Avant Robot 185, at Bauma 2013 in Munich.

Avant Robot 185 has a compact design without compromising on efficiency or reach. The electric driven machine can be powered either by a 32 A / 15 kW or 63A / 18,5 kW electric motor, allowing flexibility and power when its needed. Equipped with telescopic boom, the maximum vertical reach is 5,5 m, while horizontal reach is 4,5 m. Excluding attachments, Avant Robot 185 weighs 2,000 kg.

Contrary to traditional robots, all the hydraulics and electronics have been placed on the lower carriage, allowing a lower point of gravity providing safe and stable working conditions. The robot is flexible to operate with its continuous 360° rotation and 460 mm telescopic boom extension. The machine is equipped with reliable EPEC computer and user inter-

face. The remote controls can be used with both radio and cable.

When the space is limited, upper carriage can be removed while the tracks can be operated separately, providing transport height as low as 750 mm (1010 mm with outriggers). Standard transport measurements are 1,555 mm in height, 795 mm in width and 2,200 mm in length.

Avant Robot 185 can be fitted with several demolition attachments, such as hydraulic breakers, cutter-crushers, grapples etc. Recommended maximum weight of attachments is 275 kg. As an example, it is designed to work with Avant B220 hydraulic breaker, boosted by the highest impact rate of 1900 bpm in its range. Not to mention B220's maintenance free “no greasing” design and massive trapezoidal tool backed by lifetime warranty.

For all-round demolition jobs, Avant Robot 185 is a perfect companion for the Avant compact multi purpose loaders.



*There are also several demolition tools available from Avant, for instance the Avant B220 breaker with very high blow energy and 1900 bpm impact rate. The tool is unbreakable, with 150 mm diameter, and has free lifetime warranty. In addition, the breaker is practically service free thanks to the no-need-to-grease design.*





In tests and in practice, the AVANT 600 series has already proven its capabilities in all working conditions.

Forerunner in speed and power

# Avant 640





**A**vant is proud to announce the introduction of a new model within the 600 series family, the Avant 640. This is the third machine to join the Avant 600-series and a real diamond for all the professional users of Avant. The new Avant 640 brings more drive speed and pulling force to the 600 series with enhanced new drive technology.

Avant 640 is equipped with the same Kubota diesel engine as Avant 635, but thanks to the powerful 2-speed drive motors the maximum drive speed of the 640 is 22 km/h in second gear, and the pulling force on first gear is as high as 1400 kp! For these reasons Avant 640 has already gained a strong position in the market especially for ground care and landscaping customers. This machine is small enough to work in tight working conditions yet powerful enough to lift over a tonne and quick to boot. Avant 640 machine is a well-integrated work tool.



### 640 compared to the other 600-series

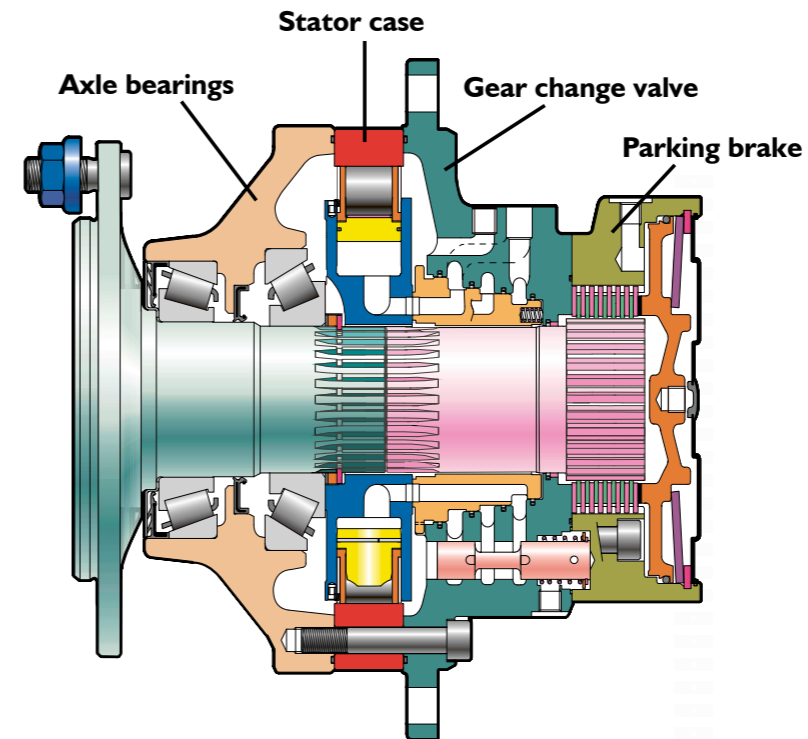
- Two-speed drive transmission
- Faster driving, 22km/h
- Approximately 30% more pulling force
- Brake system integrated into the driving motors

In the spring 2012 Avant 600 series models were given a face lift, after these changes the new style LX- and DLX-cabs were also ready for production. The DLX-cab is designed for professional all year round use, the cab boasts a work light kit, heater, soundproofed interior and radio fitted as standard. Air conditioning as an optional extra. The LX-cab is a lighter version, whilst in its design stages particular attention was taken regarding enhanced visibility for the operator. The door and the side window can be removed and the new design LX-cab offers improved space within the cab for the driver.

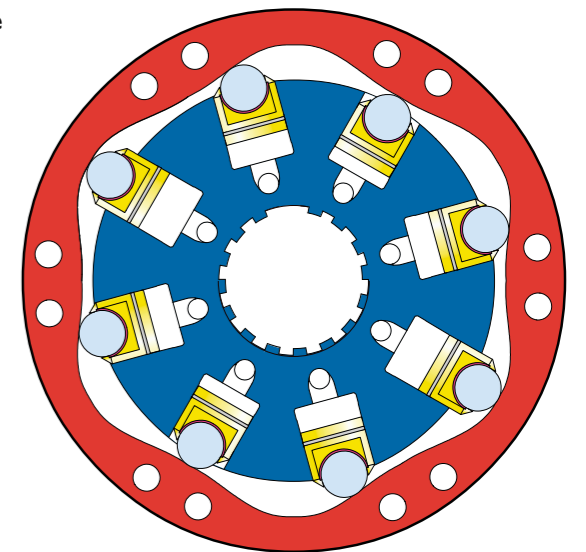
Avant 640 has been given a great welcome within the market. The first machines were delivered at the end of 2012 with demand growing for this new addition to the Avant 600 range. Already over 100, Avant 640 machines have been sold before the end of March. The international launch for this machine will be in April in Bauma exhibition in München. The expectations for this model are high – we are anticipating for it to be one of the most popular Avant loaders in the future.

635	AVANT 640	745
1100 kg	1100 kg	1400 kg
37,5 hp diesel	37,5 hp diesel	50 hp diesel
2,8 m	2,8 m	3,1 m
14 km/h	22 km/h	15 km/h
66 l/min	AUX 66 l/min	70 l/min
1380 kg	1520 kg	1650 kg
2550 mm	2550 mm	3030 mm

### Drive motor's cross section



### Stator case's cross section



The picture shows a cross section of the hydraulic motor on Avant 640. Avant 640 is equipped with radial piston type hydraulic motors, contrary to gerotor motors on Avant 630 and 635. The piston type motor can be operated so that all pistons are working at the same time, which gives a high pulling force and a lower drive speed. When higher drive speed area is switched on, only 50 % of the pistons are working, which means a lower pulling force. The picture also shows the electro-hydraulic parking brake, integrated in the motor. The brake is operated with a switch on the dashboard, and it locks automatically always when the engine is switched off.

[Read 640 user experience](#)



## Experiences of an Avant 640 user

Ympäristörakennus Saarinen Oy purchased an Avant 640 model for its worksite in early 2013. The company has 10 years of experience with Avants and their reliability, which was good enough proof that there was no need to even consider other alternatives when the time came to buy a new machine.

“The purchasing decision was sealed by Avant’s excellent maintenance and warranty services and a very professional salesperson”, Entrepreneur Mikko Saarinen, says with satisfaction.

In a couple of months the new Avant 640 has racked up more than 100 operating hours. It has been used mainly for work involving snow and sand, but in the spring and summer, the new machine will be deployed for many kinds of earthmoving and landscaping tasks. Saarinen plans to use the Avant to lay foundations for

asphalt, level soil, and carry out different moving and lifting assignments, among other things.

### Its assets include size, power and speed

The Avant 640’s features make it perfect for landscaping. The ratio between power and size is just right, but even its speed, 22 kilometres per hour, facilitates working on large areas. “We also use an Avant 750. In large contracts these two machines are perfect partners”, Saarinen says.

“The Avants are handy general-purpose machines in the yards of apartment buildings and terraced houses that have large surface areas but tight spaces for working. The new Avant 640 has smaller external dimensions, which makes it handier and more agile than the Avant 750. The 640 can be effortlessly moved from

one site to the next with a trailer and a van” says Saarinen.

### Machines in use all year round

Saarinen finds the Avant 640 to be a perfect machine for year-round use at YRS: it is agile and powerful, and it can be moved around rapidly. In addition to its speed, Saarinen is pleased with the machine’s LX cabin, which is spacious and has good sound insulation. The range of attachments, including a rotary harrow, a backhoe, a brush, a plough and a sand spreader, makes the machine truly versatile.

Saarinen recommends testing the Avant 640 machine to all companies in the earthmoving and landscaping industries, because this model combines all the features required by work in the sector, such as versatility, an

excellent power-weight ratio, durability in heavy-duty use year round, and an extensive and efficient sales and maintenance organisation.

Ympäristörakennus Saarinen Oy is an expert in landscaping and earthmoving that was established in 2003. “Avants have been trusted machines in our family business since the very beginning, and they will certainly remain the cornerstone of our machine range in the future, because they are very flexible for use by both private and corporate customers”, Saarinen assures.

For more information on the company, please visit [www.yrs.fi](http://www.yrs.fi).





# NEW ATTACHMENTS



## Rotary broom

Avant's all-new range of rotary brooms is now in production. Technical advances have made the new models more efficient and easy to use than previous ones.

Two models will be introduced to the marketplace, the width of the attachment being the only difference. The narrow model has a working width of 1500 mm and the wide one 2000 mm.

Slewing (movement of the broom arm) is controlled by a dedicated electric motor as standard in both models. Whilst slewing the revolutions of the

loaders motor does not affect the speed or power of the broom.

In the new models, the diameter of the bristles has been increased to 55 mm, which makes it possible to brush snow further away and work at slow rotation speeds. This is useful when working in dusty locations, for example.

The flotation mechanism of these models has been completely remodelled: the broom rests directly on top of the bristles in the working position, and the broom no longer has any wheels. The entire broom axle floats complete-

ly freely up and down, so the bristles always have suitable pressure against the ground. This easy-to-use, totally silent mechanism improves brushing result considerably, even at slow rotation speeds.

### Technical information

Model	1500	2000
Broom width	1500 mm	2000 mm
Total width	1770 mm	2270 mm
Broom diameter	550 mm	550 mm
Weight	200 kg	260 kg
Slewing	Electrical Slewing	

### Rotary broom 1500/2000

Model	218	220	313S	320S	320S+	419	420	520	525LPG	528	630	635	745	750
1500	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible
2000	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible

Very compatible    Compatible    Incompatible



## Collecting Broom

The broom with a collection box has undergone a complete redesign, and it is intended mostly for professional property maintenance. All the features of the attachment have been improved in the new version: collection results, work output, operation, adjustments and durability.

The broom's sturdy frame structure now allows for a collection box more than twice the size of the old one, and the use of Avant's Optifloat flotation, which is a registered design. Thanks to the flotation, the broom follows the ground closely on its own wheels. There is less dust, as the frame structure hides the broom securely inside.

adjusted downwards and the broom's ground contact remains good.

The broom's spraying system, with its own water tank and spray, makes dust suppression more effective. The tank has long intervals between filling, and forward visibility is good, thanks to the water tank's large capacity and efficient design.

### Technical information

Broom width	1500 mm
Total width	1800 mm
Broom diameter	550 mm
Collector box volume	200 l
Water box volume	150 l
Weight without broom	425 kg
Weight with one side broom	450 kg
Weight with two side broom	475 kg



In addition to Optifloat, the broom comes with a floating broom axle that keeps the broom at optimum ground contact levels, even if the surface between the broom's wheels is uneven. Flotation also automatically compensates for the wear and tear of the bristles. This increases the service life of the broom because, as the bristles wear, the broom axle is automatically

### Broom with collection box 1500

Model	218	220	313S	320S	320S+	419	420	520	525LPG	528	630	635	745	750
1500	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible
2000	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible	Very compatible

Very compatible    Compatible    Incompatible



# Avant and Bauma

The Bauma Trade Fair for Construction Machinery, held triennially in Munich, is the most significant international exhibition in terms of sales and marketing for Avant. It has brought Avant a lot of good orders, contacts and importers. The young company's exports and internationalisation truly took off when Avant participated in the trade fair for the first time in 1992.



**Bauma 1992**

## Bauma 6–12 April 1992

This was our first trade fair. We presented our products at a joint Finnish stand, arranged by the Finnish Foreign Trade Association (now known as Finpro). Our exhibition desk, at nine square metres, was located in the outdoor area of the trade fair. Winter 1992 was a very busy time, because we had to get the new models ready and deliver them to Munich by the end of March. All went well, and as the trade fair gates opened, Avant had a new Avant Proficat on display. We were one of approximately 1,300 exhibitors at Bauma. The trip was a great success for such a small company. We made a lot of contacts and secured importers in Denmark and Norway, among others. Soon after Bauma, we established our own sales company in Germany.

## Bauma - largest of the world

World's largest and perhaps most valued trade fair exhibition, Bauma, is arranged every third year in Munich, Germany. The location in the main city of the Bayern area is perfect for this kind of exhibition: Munich is centrally located and the area has a very long tradition in machinery.

### The first years of Bauma

The first Bauma was arranged in 1954 in the center of Munich in Thieresenhöhle. The location is near the location of the Oktoberfest. In the first Bauma there were 58 exhibitors from Germany, 12,000 m<sup>2</sup> of exhibition space and 8,000 visitors.

Growth with exhibitors and visitor was fast and already in 1956 the numbers doubled.

### Position established

In 1962, Bauma had to move because of the growing need of larger exhibition space. New location for the exhibition was Oberwiesenfeld in the northern part of the city. The 1963 theme for the exhibition was reconstruction – it was less than

20 years time from the second world war – the exhibition space was 11.2 hectares and there were 463 exhibitors.

When Munich got the summer Olympics for the year 1972, Bauma needed to move away from the construction work for the Olympics. As a result of this, Bauma was again arranged in the original location in Theredienhöhle and Theresienwiese.

### Rising from the recession

Recession in the early 1970s led to a four-year break after the 1973 Bauma. When Bauma was again organised 1977 in Thieresenwiese, the decision about organising Bauma every third year was made.

The following years were the time for non-stop growth and in 1995, the Thieresenwiese exhibition area was used for the last time. The area had become hopelessly too small and at the same time, a new exhibition center was building up to the eastern side of the city in the München-Riem airport.

### Neue Messe München

The 1998 Bauma was the first major event in the new exhibition center. Neue Messe

Münchens scale is impressive: 16 exhibition halls covering a total of 18 hectares plus additional 38 hectares outdoor area.

This capacity allowed the expansion of the trade fair, and Bauma has been growing every time during the 2000s.

Regarding exhibition area, Bauma is the largest trade fair in the world. In 2010, during exhibition week there were 420 000 visitors from over 200 countries and exhibitors from 53 countries a total of 3,256.

This year Bauma will be arranged for the 30th time on 15-21 April 2013. The goal is to beat all the records once again. The exhibition area is now a total of 57 hectares, with a record number of exhibitors, and the number of visitors will hopefully rise over half a million.

Messe München has made a brand out of Bauma. Bauma has been exported to China (Bauma China in Shanghai) and India (bC India in Mumbai). In the autumn of 2013, it is time for the first Bauma in Africa in Johannesburg.



**Bauma 2010**

## Bauma 3–9 April 1995

At this trade fair, Avant had a bigger area than in 1992, with a prominent collection of machines and new products. For the first time they included Avants with articulated steering, which account for 95% of our sales today. Our stand also boasted self-propelled, four-wheel-drive Leguan access platforms mounted on a slide-steered Avant chassis. They were the first of their kind in the world.

## Bauma 30 March – 5 April 1998

Our most important new product at this trade fair, which had by then relocated to the new Neue Messe München centre, was MultiPlus, the first Avant with articulated steering and a variable-displacement pump.

## Bauma 2–8 April 2001

At this trade fair's section for earthmoving machinery we had a stand of 150 square metres, where we presented the new 500

series with articulated steering where chain traction had been replaced with direct traction. In addition, model names, such as Profitec and Multitec, had been replaced by numbers. Our new models included the Avant 520+ and 528+. The new Leguan Lifts platform was the Leguan 125, at 12.5 metres.

## Bauma 29 March – 4 April 2004

The latest Avant at the 2004 trade fair was the 200 series, a completely new and unique loader in terms of concept and design at the time. It was the first redesigned machine in the range with articulated steering. In subsequent years we launched the 600 series, the remodelled 500 and the 700 series.

## Bauma 23–29 April 2007

Our stand had grown to all of 352 square metres, so for the first time we had room



**Bauma 1995**

for a demo area where guests could drive the machines and test the attachments. This was a great leap forward, because machines moving and digging around the stand attract an audience in a totally different way than ones standing in place in neat lines. Avant has been best able to showcase the unique features of its machines through work demonstrations. Trade fair visitors were very interested in the 600 series, launched the previous year, and the completely remodelled 500 series, with a similar design to the machines in the 600 series.

## Bauma 19–25 April 2010

For Avant, Bauma 2010 has been the most rewarding trade fair so far. We had a demo area of 400 square metres where our work demos attracted a lot of spectators once again. Our new products included the Avant 525LPG, with a liquefied gas engine, and the 400 series with new cabins and attachments, such as the Avant percussion hammer range and the Leguan 50 access platform.

## Bauma 15–21 April 2013

At the Bauma fair this spring, we will have the world premiere of our brand new product, the Avant Robot demolition robot, with remote control. Our other new entry at the stand will be the Avant 640.



**Bauma 2004**



# Niklas Ajo & Avant Tecno -Team

Text: Kari Aho, Ella Lahtinen  
 Images: Ahomedia

Young, enthusiastic, and skilful MotoGP rider Niklas Ajo is performing test runs for the new season. An alpine skiing accident has cast a shadow over the start of Ajo's season, but after his knee surgery and rapid recovery, he looks at the fresh season with a calm mind: his feel for the bike is good, the tests have succeeded as expected, and he is in top condition for the forthcoming competitions. During the last season, Ajo's highest position in the final results was eighth. Naturally, he has set his goals for the new season higher.

Motor racing has always been part of Ajo's life, so finding a career at MotoGP tracks has been quite natural for him. Almost all Ajo's doings in the course of a season have something to do with road racing in one way or another. In winter, when there is more time for leisure activities, he enjoys alpine skiing; being active or relaxing outdoors; or just

staying at home in Valkeakoski, Finland. However, a biker must engage in sports and maintain good muscle strength also in wintertime. A solid foundation must be created for the next season through, for example, fitness training and ice-road racing.

Ajo thinks that the most essential features in a good motorcycle racer are the ability to keep one's cool and avoiding precipitating movements at high speed and in tight corners. On the track, accuracy and concentration must be maintained constantly, throughout every single lap. Even the smallest error can be magnified, with the rider suffering a loss of rhythm that completely changes all of the lines for several corners to come. On the track, success does not solely depend on the rider. Good nerves are required also of the team members solving problems with the equipment. Anything can happen during both the tests and races.

When Ajo considers the greatest achievements of his career so far, the answer is clear: his top achievement was entering the Moto3 Grand Prix series a couple of years ago. Winning the Finnish championships in 2009 has been another of the highlights of this young motor racer's career.

## The Finnish team highly visible in the background

For the 2013 season, Ajo is racing with the Avant Tecno team, which has a Finnish background. Also, the team is supported by 15 Finnish companies this year. This kind of co-operation is important for Finnish racers, as broad support for motor racing is hard to come by these days.

'This is a magnificent project for which the Finnish co-operation partners must be given a big "thank you",' says Ajo.

A skilful driver, high-quality equip-

ment, and a proficient team is the combination required for good results. 'We have worked for a long time with this team, so we know all of the others and their work methods well. Even the Spaniards in the team's technical crew are already familiar to me. This is a good starting point for building the new season,' says Ajo delightedly.

Avant was already supporting Ajo last season and was also highly visible in the limelight of motorcycle racing, with the MotoGP series.

'We came along to build the Finnish team for reasons related to both sport and business. It is great to have a team in the Grand Prix series that is constructed by Finnish forces. There is no doubt

that this will increase the visibility of this sport and its sponsors, particularly in Finland,' says Jani Käkälä, the deputy managing director at Avant.

'Our company is a strong player also abroad, and the international visibility that the MotoGP series can provide is important for us. In Southern Europe, MotoGP is the second most popular sport after football, and many of our foreign customers are watching these races throughout the season. We have already had many unforgettable race experiences with them. We will surely continue to retain the loyalty of our customers this way this season, when strong performance can be expected from Niklas Ajo,' outlines Käkälä.

'Niklas showed some signs of his driving skills several times during the last season, and I believe that he will succeed even better this year. Success in races often depends on little things, and my opinion is that Niklas suffered from bad luck in many races more than many of his competitors did last season. Despite his injured leg, we start the new season well-prepared and with confidence,' he concludes hopefully.

The race for the season's first Grand Prix points will be held in Qatar under the strong floodlights of the Losail track when the MotoGP series starts, on 7 April.



Niklas Ajo	
Team	Avant Tecno
Startnumber	31
Nation	Finland
Birthday	10.07.1994
Height/Weight	175 cm/58 kg
Bike	KTM
Class	Moto3

MotoGP Calendar 2013		
7.4	Qatar	Losail
21.4	USA	Austin
5.5	Spain	Jerez
19.5	France	Le Mans
2.6	Italy	Mugello
16.6	Spain	Circuit de Catalunya
29.6	Netherlands	Assen
14.7	Germany	Sachsenring
21.7	Usa	Laguna Seca
18.8	Usa	Indianapolis
25.8	Czech Republic	Brno
1.9	Great Britain	Silverstone
15.9	San Marino	Misano
29.9	Spain	Motorland Aragon
13.10	Malaysia	Sepang
20.10	Australia	Phillip Island
27.10	Japan	Motegi
10.11	Spain	Valencia







# Avant Loader Was Chosen For Handling Olympic Mascots Across London

**A** top-of-the-range Avant 750 compact loader complete with air conditioned cab proved to be the perfect machine for placing and retrieving over 100 Olympic mascots which, for eight weeks, were located across London with 20 adjacent to many of the capital's iconic locations such as Tower Bridge and the Houses of Parliament.

The contract, awarded by the Mayor of London's office, was won by Great Newra Transport & Recycling of Newport in Gwent which specialises in the handling of unusual objects.

According to company director Eddie Ford: "We have often used skid steer loaders in the past but for the Olympic contract it was important not to leave any

tyre marks and, thanks to its articulated chassis, the Avant proved to be a terrific machine which we have already booked for five future projects."

The machine was hired from Stuart Smith Plant Hire, also based in Newport, and was easily capable of handling the fibreglass mascots, despite them being firmly mounted onto concrete bases with weights ranging from 500 to 1200 kg.

Avant's highly manoeuvrable 750 model is powered by a Kubota 4-cylinder diesel engine developing 36 kW (49 hp), driving through a 2-speed hydrostatic transmission which provides a useful maximum speed of 25 km/h. The compact articulated machine is just 1350 mm wide but has the muscle to handle loads of up to 1.4 tonne.

#### More Information from:

Jukka Vaattovaara  
Avant Tecno (UK) Ltd.,  
Tel: 01953 714896  
sales@avanttecno.co.uk  
www.avanttecno.co.uk

or: Barry Harber Public Relations  
Tel: 01284 830492

## An Avant Compact Loader Finds Favour At A Nursery Specialising In Large Mediterranean Plants

An Avant 635 compact wheeled loader has proved to be the perfect choice for a Northamptonshire based nursery where it performs a multitude of materials handling tasks, including the all-important movement of large plants and shrubs for which the nursery is a recognised specialist.

**A**n Avant 635 compact wheeled loader has proved to be the perfect choice for a Northamptonshire based nursery where it performs a multitude of materials handling tasks, including the all-important movement of large plants and shrubs for which the nursery is a recognised specialist.

Olive Grove Nurseries of Polebrook near Oundle was established nearly four years ago by husband and wife team Tim and Jackie Thackeray to concentrate on the sale of Mediterranean plants, including palm and olive trees, and has since expanded to include a high-end delicatessen and coffee shop.

"When we started the business", explained Mr. Thackeray, "I pretty much ran it single-handed, thanks to the tremendous versatility of the little Avant machine. In fact, it is no exaggeration to say that it has saved me the expense of two full-time members of staff."

The 635 model from Avant's line-up of machines is powered by an efficient Kubota diesel engine and features hydrostatic all-wheel drive, an articulated chassis for tight turns and a lift capacity of 1000 kg. In addition it is equipped with an offset, telescopic self-levelling boom which not only ensures excellent handling capabilities but also provides the operator with an unrestricted view of the attachment in use.

"The machine has run fault-free ever since we acquired it", said Mr. Thackeray, "And although it spends the bulk of its time handling plants with an hydraulic grab, we also have a 4 in 1 and large bucket, a set of forks and a mower attachment. I really love the machine because it's such a great all-rounder and is able to tackle so many different jobs with ease."







# AVANT

## – Excels at moving logs

The most frequently used and important machine of Pilkenetti Oy from Punkaharju, Finland, is an Avant 630. The small and handy machine makes it easy to move firewood and straw pellets in even the tightest corners of a wood store.

“When we started selling firewood about three years ago, we soon discovered that working with tractors in the storerooms was rather cumbersome. I borrowed an Avant from an acquaintance, and I must say I fell for it at first sight. I absolutely had to get one of my own. My attachment to it has increased with use, because you can do almost anything with an Avant. I rack up close to 500 operating hours per year”, Juha Tuunanen says.

### Versatile help with firewood and yard work

Pilkenetti began to dry firewood mechanically at the beginning of this year. “We need and use the Avant in almost every stage of firewood handling. We use it to move the drying cages to the drying house, bring them out after four days and dump them on the storehouse floor. After bagging the firewood, we use it to brush the floor and get rid of any snow that has come inside. We also use it to tip all the sawdust that has accumulated in the warehouse into a silo from where it is taken to

the boiler of a power plant. We also use the Avant to pile up all the loads for customers”, Tuunanen says, describing the versatility of his machine.

Tuunanen does not use his Avant just for chopping firewood; the lightweight machine is also good for many kinds of yard work and landscaping. “When we bought the machine, it came with a couple of different buckets and forklift forks. Since then, we have purchased a lawnmower, a backhoe, a broom and a big bag transporter. In winter, we use the Avant to move snow; when the ground is not frozen, we transport horse manure, tend to the paddock, mow the grass, and carry out small-scale digging jobs nearby. I would like to buy a vacuum, so I could neatly suck away all the stubborn wood dust from the storehouse”, Tuunanen says with a glint in his eye, happy with his machine.

“We became regular Avant customers, because Avant has an excellent maintenance operation and their expertise is just a phone call away. There are no unnecessary interruptions to work when the service is in order and spare parts arrive without delay. Tuunanen also praises the development work done by Avant. “The machine’s size-to-power ratio is absolutely optimal. It is small, nimble and powerful.

He is also thankful for the Avant’s

roomy cabin. “When you are working in cramped spaces, safety issues are particularly important, and the Avant has excellent visibility in every direction”, Tuunanen states.

### Aiming for production of firewood with high energy content

Pilkenetti Oy procures its raw material from private forest owners and forestry societies, and the company’s main market area comprises the region around Savonlinna, Lappeenranta and Imatra. “Last year we delivered 2,500 loose stères of firewood to private households and businesses. This year we aim to double our sales.”

In the near future, Pilkenetti plans to start selling firewood with high energy content, whereby the firewood is sold on the basis of energy content rather than volume, as it is currently. “With deliveries of energy firewood, the seller knows what is being sold and the buyer knows what is being purchased and paid for. Buying decisions will be made more and more frequently on the basis of quality, so after a little marketing, I believe firewood with high energy content will gain a strong foothold in log sales”, Tuunanen summarises.

For more information about the company, please visit [www.pilkenetti.fi](http://www.pilkenetti.fi).



Movie idea from Formula 1 motor racing

# Avant in 48 seconds

Photos: Avant Movie

“ A great Finnish product and family business. This was my sentiment in spring 2012 when I began to design a commercial film about Avant. From the outset, I was given free rein to come up with ideas and turn them into reality. At the beginning, I had four different versions in mind, but rather quickly Avant’s ties to motor racing directed my thoughts toward Formula 1 racing. One has to admit that they do share a number of common traits, such as the target group and nice-looking, handy vehicles that in playful terms are like toys for men who like to play around in a big sandbox.

We wanted to present Avant’s machines as versatile and multi-purpose tools that get the job done effortlessly. All attachments and work phases were chosen so that the end result would be as visual as possible.

With films intended for international distribution, the shooting environment must be universal; the setting must not disturb or steal the attention, no matter where people watch the film. When you are shooting with a tight schedule from morning till evening, the direction of light is crucial in terms of the shooting location. We found an old, spacious park that had ample light, and the scenery with the stables was ideal. We shot over two days, one day for stable scenes and the other for the exterior shots.

First, I designed the film, frame by frame, in a few months. We started shooting in early September and wrapped it up in a couple of weeks. A new camera model, which was able to capture everything in high definition, including Formula 1-like spins at high speed, made post-production much easier and faster.

At the editing stage I took turns building a soundscape and

a puzzle of images. Since the film does not have any dialogue, the progression of the images was supported and timed with music and effects that suit the whole.

The rainy Finnish autumn turned the shooting project into quite the thriller. We diligently studied weather forecasts for weeks, because we absolutely had to have sunshine in the exterior scenes to create a nice contrast with the dim stable shots. We had some luck, too, as just about the only sunny moments that autumn coincided with the shooting days.

When you are making an international film, it always has some peculiarities. You have to be careful about using humour, and the choice of language is not always self-evident, either. On the other hand, now that everybody moves around in the Internet, cultural differences are shrinking and the narrative language of the film becomes more uniform. This means that Avant machines will be digging at ever more global sandboxes, both in advertising images and in the real marketplace.”

### Avant’s advertising film

- Directed and produced by: Timo Rajakallio
- Photography by: Jari Pollari
- Still photography by: Tarja Jakunaho
- Running time: 48 seconds
- Available on YouTube
- [www.youtube.com/user/avanttecno](http://www.youtube.com/user/avanttecno)





Matt, Frances, Kevin and Malcolm. Mystery man will join us soon!

## Avant Dealers

Avant OY launched Avant UK back in 1994 solely through imports to the UK market, reflecting demand the subsidiary company was set up in 1999 in Norfolk as Avant UK, supported by Avant OY the business has gone from strength to strength.



Kevin Cockerill



Matthew Cockerill and Malcolm Fleet



Jukka Vaattovaara

# Avant UK

Kevin Cockerill has been with the company since year 2000 and has been a key person for the service and support side of the business.

Malcolm Fleet joined the team in 2009 and provides valuable sales and customer support.

Joining the Avant UK team back in 2010 Frances Dunton has done wonders at the Avant UK Office.

'Chip off the Old Block', son to Kevin Cockerill -Matthew Cockerill has been an excellent investment to the team.

Mystery man will join us soon!!

To ensure that we can fulfil the needs of our customers as quickly as possible, Avant's UK branch holds the full range of machines and many attachments for both on site demonstrations and sales.

Avant UK provides sales, technical, training, hire, financial and service support to the UK market for the unique Avant compact loaders and there bespoke attachments - call us today if you are interested in joining us.

### Jukka Vaattovaara

After arriving to UK Aug 2004 for max 2 years and now after nearly 9 years later I have finally learned a lot of things:

- Bank holidays are holidays when people have a chance to go to do the banking
- When you drive to roundabout and take the southbound and then take the northbound you are lost
- You must support a football team, otherwise you are not welcome in the local pub
- Names of the villages, towns and cities are not spelt as they are spoken like Wymondham is Windom etc.
- Bank holidays actually mean the banks are closed but other people are at work as normal!

## Avant Tecno UK Calendar of Events

### May 2013

- 14th -16th May, Plant Worx Stands
- 29th & 30th May, Suffolk Show
- 29th & 1st June, Royal Bath and West

### June 2013

- 26th & 27th June, Norfolk Show

### July 2013

- 3rd & 4th July, Livestock Event NEC Birmingham
- 19th -21st July, CLA Game Fair- Ragley Hall
- 22nd - 25th July, Royal Welsh Show

### August 2013

- Black Isle Show
- Turrif Show

### September 2013

- 3rd -5th, Saltex
- 17th & 18th, Cold Comfort
- 24th-26th, National Ploughing Championship

# SUDOKU COMPETITION

Send in your completed Avant Sudoku - Every entry receives a FREE promotional gift.

Please complete the following so we can send your complimentary gift.

Miss / Ms / Mrs / Mr

Surname \_\_\_\_\_

Forename \_\_\_\_\_

Address Line 1 \_\_\_\_\_

Address Line 2 \_\_\_\_\_

Address Line 3 \_\_\_\_\_

County \_\_\_\_\_

Postcode \_\_\_\_\_

Tele \_\_\_\_\_

Mobile \_\_\_\_\_

Email \_\_\_\_\_

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	3			4				7
		2		8		1	9	3





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- Easy to use
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- Available in two working widths
- Comfortable to use and silent Broom float



## Collecting broom

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## Contact us!

### AVANT TECNO (UK) Ltd.

Manor Farm  
The Street  
Bridgham  
Norwich  
Norfolk NR16 2RX  
Tel. 01953 714896  
Telefax 01953 714897  
E-mail: [sales@avanttecno.co.uk](mailto:sales@avanttecno.co.uk)

Web: [www.avanttecno.co.uk](http://www.avanttecno.co.uk)



## Ask for a copy;

### Avant UK 2013



New Look Catalogue