

The way the cooki



OilQuick®



The OilQuick quick coupling system came almost like a blessing for demolition and recycling contractors that require quick and continuous shifts between different types of attachments...at least for those who have dared to try it. Now OilQuick is making its way all over the world.

ie should crumble

"HOW I SEE IT MOST CONTRACTORS has the need of fast changes between different attachments in order to become more efficient and frankly make more money. It is just that all of them don't know what OilQuick can do for them yet," says OilQuick President Åke Sonerud. "We sell a rationalization device more than a quick coupler"

The everyday life for a demolition contractor working with different kinds of carriers on the worksite is, or should be, a constant shifting between different hydraulic attachments. The right tool should be used for the right job.

More than ever, the combination of end-customers, regulations, time and money forces contractors to work with more types of attachments in order to be more efficient, environmentally compliant and safer. The bottleneck is often the time-consuming work to shift attachments.

This is where the OilQuick quick coupler system can help and "make the cookie crumble," so to speak.

"As a contractor, you can either work with the evolution, try new ways and be like fast as weasel on the jobsite, or work against it and be slow and conservative. What we offer our customers is more of a rationalization device than a smart quick coupling system," says Åke.

It may sound like an exaggeration, but it is true. Many contractors struggle on their jobsites today with a lot of manual work to switch attachments, running in and out of the machine cabin, changing worn out hoses, spilling hazardous hydraulic oil, etc. All that work takes a lot of time and costs just as much money.

OilQuick offers an alternative where the shift of attachment takes almost just second and the operator never needs to leave the cabin.

A need since the late 1980s

OilQuick launched its first quick coupler in 1993. (How they reached that point is detailed in the separate article about OilQuick's history.) But it all relates to another product developed by the same company, the GrabJohn attachment programme. The need for quick couplers had already emerged in the 1980s, with the first prototypes built at the end of the decade. Since its introduction in 1993, the QilQuick concept has been built out continuously and fitted to more carriers.

Today, the QilQuick quick couplers fit carriers from 2 to 120 t. There are nine standard models for excavators, and further special models for wheel loaders, cranes, lift trucks and material handlers, plus several OEM-models such as quick connect systems for Genesis Europe's different types of attachments, Fuchs, the Kiesel Group and Hitachi to name a few.

The OilQuick system is sold by a large number of machine and attachment dealers in the world, with special focus on the European market. The OEM-products are sold under the brand names mentioned above.

Second and third generation Swedish machine and equipment manufacturer. From the right Åke and Henrik Sonerud.



The OilQuick quick coupler system can today be adapted on many types of carriers.

Offering QilQuick to the demolition and recycling industries was considered in the early 1990s, as few industries had such a big need for time-sensitive continuous attachment shifts.

"But it was in the late 1990s the demolition industry really took off for us," says Henrik Sonerud, marketing director at OilQuick.

"Pays off in 2 to 3 months time"

A fact that still sometimes surprises both Åke and Henrik is that it takes a lot of work to convince a demolition contractor. Considering that shifting tools is very common in demolition applications, and that this work is very time-consuming with conventional system, contractors nevertheless tend to take a long time before choosing to go for it. An Oil Quick system is not exactly inexpensive, and the more machines and tools the contractor has, the more it costs. But on the other hand, the cost is peanuts compared to what a demolition contractor would pay for a demolition-fitted excavator.

"To me, it is self-evident that an OilQuick quick coupler should be fitted on the machine right from the start on particular new machines. It is beneficial right from the first moment it is used," says Åke.

"There is so much talk about automatization and minimizing adjustment time, but not within the demolition industry, yet", says

Henrik.

"Some 5 to 7 % of the cost of a new demolition-equipped excavator represents that cost for an OilQuick system, which boosts the use of the whole demolition unit up to 50%," adds Henrik.

That 50% increased use figure represents better efficiency, better control, more accurate work, more satisfied customers, higher competitiveness and—most of all—increased profit.

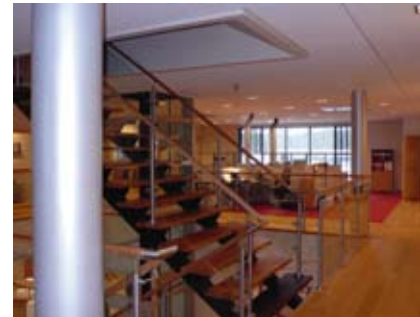
Other advantages include minimal oil leakage, increased safety, much less hose consumption, fewer stops due to less-frequent machine failure, increased efficiency despite fewer machines on the worksite and reduced transportation costs.

With OilQuick, the contractor is also saving his tools. Without OilQuick, quick coupler contractors tend to use their attachments for purposes they were not meant for, which wears them out quicker. Demolition and sorting grabs are a good example. They wear out rather fast, and need to be replaced or repaired, which costs a lot of money.

"There are so many benefits with OilQuick, I could talk all day about this," says Åke. "If you have a 35 t machine and make two attachment replacements per day, the OilQuick systems has paid off itself already. I would say that it in general as system is paid off in two to three months."

Strong demand in central Europe

In the last few years, the demolition sector has started to realize the benefits with OilQuick. Central Europe with Germany and the countries in the Alp region are quickly increasing their use of OilQuick, and are very open to the concept. Also, the Nordic region of Europe has started to invest in OilQuick, and many of the larger demolition contractors are using it on all their excavators in the fleet. The sales focus for OilQuick



The new OilQuick head quarter and assembly plant was built in 2008. Here development, marketing, administration and assembly is gathered. All components are manufactured by sub-manufacturers. About 95% of the components are manufactured in Sweden. The company is owned by the family Sonerud.





The OilQuick system fitted on a number of excavators clearing the way for the new Stockholm Arena. Contrator is the company DEMCOM.



is currently the European market, but other continents are becoming more and more interested as well.

“US contractors are still rather hard to convince as they tend to like using one machine and one tool, resulting in a lot of machines on the worksite costing a lot of money, and polluting just as much,” says Henrik.

“But we are convinced that we will increase the market share in the North America through our recently opened a distributor in Canada,” Åke adds.

Today, OilQuick has an annual turnover of some EUR 7,4 M, employs 21 persons and has an export level of some 80 %. The company has about 15 distributors with service centers around the world. Education in how to work with the system is carried out both by the distributors and OilQuick itself.

OilQuick has a good pace despite the recession and business is good.

“We believe we can double our turn over in three years and triple in five years,” says Henrik.

“But the increase of turnover goes just as much for the contractor,” adds Åke. “When the contractors realize how they loose money every day they continue use the conventional method, they become OilQuick users and see the results for themselves.”

Many well-known European demolition contractors already use OilQuick systems on the major part of their excavator range. Some example of companies are DEMCOM, Rivtjänst i Norr in Sweden; AF Decom, PV and Dokken in Norway; Preben Hockerup and Hvidberg in Denmark; and Eberhardt, Straback and Lemle in Germany to name a few.

Unique know-how

In terms of competition, OilQuick is not that worried. The system is well-patented, and OilQuick is by far the world leader.

“Some try to copy it of course but we have put so many years of design and development behind our solutions so it is seldom a copy works properly,” Henrik says with a smile. “Liebherr is making a quick coupler for their machines on a license from us, and there are a few others too, but none like OilQuick.

Åke Sonerud points out that OilQuick sits on a unique well of knowledge which he believes is the reason the system has been so well-positioned.

“The machine manufacturer knows the machines out and

Mikael Carlberg, responsible for the machine fleet at DEMCOM AB is very satisfied with OilQuick. “Once you have invested in OilQuick you never want to go back to a conventional system”, he says.

in and the same goes for the attachment manufacturers,” he says. “But we as quick coupler manufacturer needs to know both the machines and the attachments in order to create a system that works for all.”

OilQuick will be well-represented at the Bauma exhibition in Germany. Besides having its own booth with demonstrations, the OilQuick system will be mounted on some 20 machines in the Caterpillar, Volvo, Hitachi, Huddig and several others. While OilQuick will not show any new items itself, the OEM product OQB 180, made for Hitachi, will be demonstrated in the Kiesel Group booth. OilQuick has made the quick coupler models OQB 100, 125 and 180 for Kiesel.

www.oilquick.com



Some quick facts about OilQuick AB

The company OilQuick AB in Hudiksvall, Sweden actually dates back to 1952 when John Sonerud, father of Åke and grandfather of Henrik, started a company together with his brothers Gottner and Erik.

Their business concept was to act as an intermediary between buyers and sellers for secondhand agricultural machines, fodder, etc. During the mid to late 50s the range had been extended to include motor saws, freezers, fridges and even television sets for a short period. The brothers also acquired secondhand Ferguson tractors from England.

In 1957, brothers Gottner and Erik left the business, and John established Soneruds Maskin AB. At the end of the 50s agriculture was not profitable in Sweden, and sales of agricultural machines slowed down. John decided instead to start selling and, later, manufacture the Hymas excavator. Sales of the Hymas excavator quickly grew. Between 1974 and 1979, production reached 600 machines a year.

In 1972, the company was sold and John Sonerud continued to work in the parent company Soneruds Maskin AB. For some years, different product were manufactured and sold. In 1978 and the winter of 1979, Soneruds Maskin AB was converted into a development and sales company, with the focus on its own patented accessories for backhoe-loaders and excavators. Manufacturing would no longer take place in-house, but would be placed with local subcontractors. At the same time, the Hymas sales operation was wound up.

The first product was the “Grab John,” an excavator bucket with built-in hydraulic clamping claws. Grab John was launched in the spring of 1980 with great success as a pole-planting bucket. In the same year, John’s son Åke became the new CEO of the company, a position that he still holds.

Grab John quickly became an international product. During the late 80s, around 45% of production was being exported to more than ten countries in Western Europe. More than a hundred buckets were manufactured under licence in Japan. Today thousand of Grab John buckets have been sold and delivered to satisfied customers all over the world.

As early as 1989 Soneruds recognized the need for a total quick coupler solution for excavators and wheeled loaders that would allow operators to automatically connect hydraulic tools directly from the cab. But the market was not yet quite mature enough for this. John Sonerud died in 1994, but his successful innovations, his smart solutions and his spirit live on in the company.

The company now has a complete range of patented OilQuick quick coupler systems for excavators, loaders and forklift trucks. During 2001, a boom-mounted quick coupler was developed for material handling machines. OEM agreements were negotiated with a number of leading machine manufacturers. Almost five thousand OilQuick systems have so far been supplied to customers in the Nordic countries, the rest of Western Europe and the US.

In conjunction with its 50th anniversary, the company changed its name from Soneruds Maskin AB to OilQuick AB.