

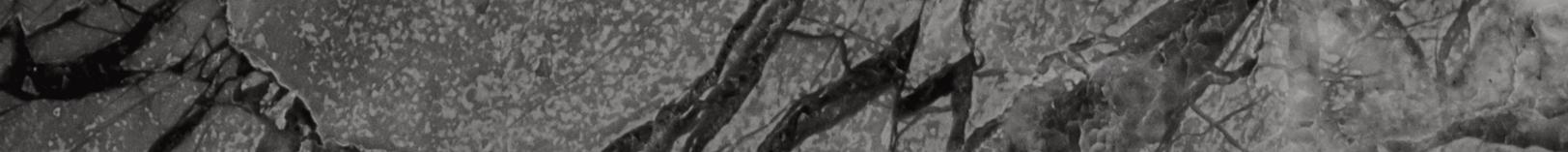
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WHITE PAPER

HOW TO **ACHIEVE** **SYNERGY** FOR MAXIMUM HDD PRODUCTION

Synergy - the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.



SITUATION

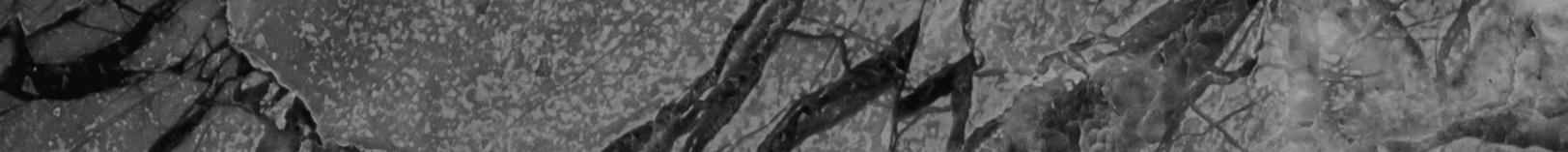
Erik Carlson, owner of Pinnacle Construction & Directional Boring, Inc. attributes success to having a good relationship with his team of suppliers, Tarheel Contrator Supply and Melfred Borzall.

In 2001, when the company Erik Carlson worked for closed its regional office, Carlson and a handful of employees took advantage of the situation as an opportunity to start up a new business and continue service to the client his former employer would leave behind.

“Our client at the time, a smaller CATV provider, allowed us to continue to serve as a new entity named Pinnacle Cable South,” Carlson said.

When another opportunity presented itself to install drops for a major CATV provider – where the installs required boring under wide roadways – it became apparent to Carlson that they needed more efficient and less disruptive ways to bury wires than trenching & rod boring. A small HDD drill was purchased and the business grew to take on longer bores. At the same time their customer base was expanding, requiring Pinnacle to increase their inventory of larger HDD drills.

“As our reputation grew, our need for more and bigger HDD drills grew, which in turn allowed us to perform larger and longer bores for the electric, gas, water, communication and irrigation industries.”



GROWING PAINS

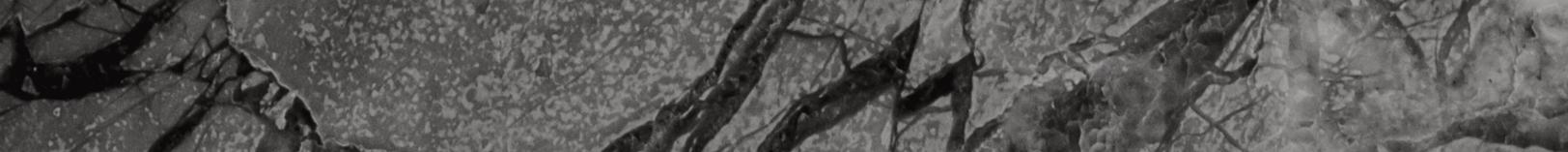
By 2004 the initial business, Pinnacle Cable South, was dissolved and Pinnacle Construction & Directional Boring (PCDB) took its place. From 2004 to 2006 the company operated three drills and the business grew rapidly.

“By the end of 2006, we were adding one to two drill crews per year,” Carlson said. “We were running several drills of various sizes.” Every crew had to have their own tooling specific to their rig and job and it soon became apparent that the inconsistency in different brands of tooling was using up valuable time when preparing for a job or changing out tools on the job site.

“Sometimes, we would have a foreman take a different drill for a larger bore and we had issues of fitting the best drill head for the rig as well as the correct adapter for the reamer. If someone new helped on a crew, we might end up with the wrong reamer for a particular drill or not have an adapter to use another device,” Carlson said.

At the time PCDB was utilizing several OEM drill heads and reamers, as well as some Melfred Borzall drill heads and reamers. Trying to build a drill string was challenging because it required matching tools from different manufacturers with the correct tailpiece or adapter. Carlson realized that finding an HDD tooling supplier with a large variety of tooling was paramount to continued success.

“We needed to streamline our setup process. Within reason, one tool should be able to be used on several different sized drill rigs.”



RELIABLE TOOLING RESOURCES

Starting with a 5” Bent Bear Claw Bit, Carlson started purchasing Melfred Borzall tooling in 2005. He saw how well the bits performed and how long they lasted, then began working with Borzall distributor, Tarheel Contractor’s Supply, Inc., Rock Hill, SC, to purchase tooling that would be interchangeable with the various drill rigs, as well as have interchangeability among the different tools.

“Eventually we were able to set up each crew with all Melfred Borzall drill heads, tail pieces, blades, reamers, and adapters. Now all our tools are consistent and interchangeable between rigs and crews. Rarely do we lose time having the wrong tool or adapter.”

While the drill rig is the backbone of a successful bore, it is only as good as the tooling attached. Carlson believes that having a reliable supplier with a variety of tools that work together is tantamount to being successful in the HDD business.

“Our relationship with Tarheel Contractor Supply (TCS) and Melfred Borzall (MBI) has simplified my tooling business concerns. TCS keeps excellent records of the tools we have bought, as well as the shaft and thread configurations. If I need a part, they know exactly what tool I have and I get the part I need. I don’t have to call around to several different vendors to get what I need and hope it works”, Carlson stated.

FUTURE PROJECTION

Currently PCDB has an inventory of nine drills, a DW1220, four DW2020 rigs, a Vermeer 2022, DW2720, DW3020, and a DW 4020M1AT. With the benefit of consistency in tooling resources and the ability to get larger and customized reamers, Carlson is moving the business towards even larger and longer HDD bores.

“We recently rented a JT60 and a Vermeer 100x120 Series II to complete some 24” HDPE work with our 36” MBI Terminator reamer. I’d like to find more 12” to 24” work for the future. We are looking into a permanent 100,000 lb. drill to add to our fleet.”

CONTACT US

We're committed to helping directional drillers remain productive and profitable. Please call us at 800-558-7500 to speak with our knowledgeable sales staff. They are here to answer all your “boring” questions and get you the right tools for the job...the first time.

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