



NEW! Bad Boy
Zero-Turn Mowers
... See Page 2



Check Out the
Genie® GTH™-5519
Telehandler
... See Page 4



NEW! Heat-N-Glo
Inception Electric
Fireplace
... See Page 10



Winter 2024

The Network News



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**Stop in Our Milldale Showroom
to Check Out Our New Lines
of Bad Boy Mowers &
ECHO Power Equipment!**

SUPERIOR PRODUCTS

New Products

Superior will soon carry **Chem-Crete Pavix CCC 100**, a water-based concrete and masonry sealer. **Pavix** uniquely combines water repellency with crystalline formation, effectively guarding against chemicals like acids, oils, and jet fuel. It's a time and cost-efficient one-coat application, suitable for various concrete structures like bridges, tunnels, parking lots, highways, roads, airport runways, and taxiways.



SUPERIOR EQUIPMENT & SUPPLIES

New Products

Now carrying **Bad Boy Mowers!**



The **Bad Boy Mowers** story reflects the American dream. Started in a garage, **Bad Boy** had a revolutionary idea: Build a better zero-turn mower, at a better price, delivering professional grade zero-turn mowers for everyone. **Bad Boy** quickly became the fastest-growing zero-turn mower in the nation, a fearless category leader breaking the rules of what's expected.



Every **Bad Boy** commercial and residential zero-turn mower is made in the USA at our headquarters in Batesville, Arkansas. They use American steel and the highest quality materials to build the strongest, most powerful, most comfortable and best performing zero-turn mowers on the planet.

Stop in and check them out today!

We have also added **ECHO** Outdoor Power Equipment and tools.

ECHO is a line of outdoor power tools and machinery known for its reliability and durability. Manufactured by the **Echo Incorporated**, a subsidiary of the **Yamabiko Corporation**, **ECHO** equipment includes a wide range of products such as chainsaws, trimmers, leaf blowers, hedge trimmers, and lawn mowers, designed for both

SUPERIOR EQUIPMENT & SUPPLIES cont.



professional landscapers and homeowners. What sets **ECHO** equipment apart is its innovative engineering, featuring powerful two-stroke engines and advanced technology to maximize performance and minimize emissions. With a reputation for exceptional build quality and a commitment to environmental responsibility, **ECHO** equipment has earned a trusted place in the landscaping and forestry industries, catering to those who demand high-performance tools for their outdoor needs.



Product Sales & Specials

Currently, we are still running our promotion on standby generators, while supplies last, and are looking forward to a strong promotional sale tied to the New England Hardscapes Expo in March, where we will be showcasing a wide array of applicable equipment for our landscaping and hardscape customer base.

Also, our monthly specials for February are now available.

SUPERIOR SAVINGS

— Hurry! Deals End 2/29/24 —

\$2,849.00 <small>List Price: \$3,149.00 237348</small> SIMPLICITY P2132 SIGNATURE PRO DUAL STAGE SNOW THROWER w/ B&S 420CC ELECTRIC START ENGINE	\$2,549.00 <small>List Price: \$2,749.00 220692</small> SIMPLICITY P2128 SIGNATURE PRO DUAL STAGE SNOW THROWER w/ B&S 420CC ELECTRIC START ENGINE	\$2,149.00 <small>List Price: \$2,449.00 220691</small> SIMPLICITY P1724 SIGNATURE PRO DUAL STAGE SNOW THROWER w/ B&S 420CC ELECTRIC START ENGINE
\$2,149.00 <small>List Price: \$2,349.00 237407</small> SIMPLICITY 2132 32" SIGNATURE DUAL STAGE SNOW THROWER w/ B&S 420CC ELECTRIC START ENGINE	\$1,849.00 <small>List Price: \$1,999.00 220690</small> SIMPLICITY 1728 28" SIGNATURE DUAL STAGE SNOW THROWER w/ B&S 306CC ELECTRIC START ENGINE	\$1,749.00 <small>List Price: \$1,899.00 237406</small> SIMPLICITY 1524 24" SIGNATURE DUAL STAGE SNOW THROWER w/ B&S 306CC ELECTRIC START ENGINE
\$1,249.00 <small>List Price: \$1,399.00 220689</small> SIMPLICITY 1227 SELECT DUAL STAGE SNOW THROWER w/ B&S 250CC ELECTRIC START ENGINE	\$149.00 <small>List Price: \$262.00 231326</small> HUSQVARNA 14" VARI-CUT 88 ASPHALT DIAMOND BLADE	\$79.00 <small>List Price: \$149.90 202790</small> SUPERIOR 14" 55 th ANNIVERSARY CONCRETE DIAMOND BLADE
\$8.97 <small>List Price: \$11.62 139972</small> O'KEEFE'S WORKING HANDS HAND CREAM (3.4 OZ)	TEXT US! <small>Text (or call) an Expert for Equipment Inquiries or to Place an Order!</small> 860-621-3621	

SUPERIOR
— Since 1967 —

WHILE SUPPLIES LAST! Taxes not included*

SOUTHINGTON: 1403 Meriden/Waterbury Rd. (860) 274-8796	BRIDGEPORT: 380 Lindley St. (203) 659-0949	NORWICH: 251 West Thames St. (860) 886-9997	EAST HARTFORD: 185 Burnham St. (860) 282-7688	DANBURY: 42 Kenosia Ave. (203) 744-9984
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SUPERIOR SAVINGS

— Hurry! Deals End 2/29/24 —

\$480.00 <small>List Price: \$595.00 206147</small> NEDO Z32 32X AUTO LEVEL	\$245.00 <small>List Price: \$289.02 180484</small> MOTOROLA RMU2040 2 WATT 4 CHANNEL UHF RADIO	\$64.99 <small>List Price: \$75.12 4156</small> MOTOROLA REMOTE SPEAKER MICROPHONE
\$179.00 <small>List Price: \$299.50 167207</small> MR. HEATER MH45T 45,000 BTU PROPANE TANK TOP HEATER	\$119.00 <small>List Price: \$196.38 167273</small> MR. HEATER MH30T 30,000 BTU PROPANE TANK TOP HEATER	\$59.00 <small>List Price: \$95.50 181628</small> MR. HEATER MH15T SINGLE PROPANE TANK TOP HEATER
\$149.00 <small>List Price: \$171.75 96375</small> SECO 20' FBGL LEVELING ROD (TENTHS)	\$25.00 <small>List Price: \$39.20 180257</small> KESON 100' 3X FBGL TAPE MEASURE (INCHES)	\$25.00 <small>List Price: \$39.20 180261</small> KESON 100' 3X FBGL TAPE MEASURE (TENTHS)
\$11.99/pr <small>List Price: \$15.60/pr</small> XL: 227812 L: 227813 XL: 227814 2PK: 243426 RADIAN'S RIV600 THERMAL LINED HI-VIZ GLOVES	TEXT US! <small>Text (or call) an Expert for Equipment Inquiries or to Place an Order!</small> 860-621-3621	

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EQUIPMENT & SUPPLIES cont.

New Personnel

Jon Figella joined the EQ&S Team in the Utility role, handling new incoming products, propane filling, equipment preparation and assembly (amongst other tasks).



Product Training

Chris Mazzotta and Stephen Sala recently underwent the first round of **Echo/Shindawa** training, to become more well-versed in the equipment offerings of our newest partners.

Trade Shows & Seminars

CGKA Turf & Landscape Conference – 2/20/2024 at the Aqua Turf in Southington
NE Hardscape Expo – 3/20-3/21/2024 at Mohegan Sun in Uncasville

SUPERIOR RENTAL

New Products

New to Our Rental Fleet:

The **Genie®** GTH™-5519 compact telehandler is the perfect choice for tasks both large and small. Easy to maneuver and transport, and convenient to service, it meets the needs of most construction, masonry, landscape and agricultural applications.

- Comfortable, spacious cab w/ tilt steering and ergonomic controls, including an easy-to-use, multifunction joystick control for precise positioning
- Full-time planetary four-wheel drive and four-wheel steer
- Variable-speed hydrostatic drive
- Manual **Genie** Quick-Attach™ system for a variety of attachments.

Specifications:

Maximum Lift Height: 18ft 10 in
Maximum Forward Reach: 11 ft 3 in
Reach at Maximum Height: 1 ft 10 in
Height, Stowed: 6 ft 6 in
Length, Stowed (without forks): 12 ft 3 in
Wheelbase: 7 ft 6 in
Maximum Lift Capacity: 5,500 lbs
Lift Capacity at Maximum Height: 4,400 lbs
Lift Capacity at Maximum Reach: 1,900 lbs
Electrical System Voltage: 12V
Hydraulic Tank Capacity: 18.5 gal
Diesel Fuel Tank Capacity: 15.8 gal
Weight: 10,360 lbs



New Products cont.

Linkit Portable Conveyors 10' and 13' sizes now available! Check out our **LINKIT** LKS400-3 - 400 Series Portable Dirt and Aggregate Conveyor, 10'L x 16"W. A "plug-and-play" material management solution for dirt, aggregate, brick and more. Ideal for confined spaces, restricted access sites, basements, trenches, backyards and more. Portable electric conveyor with 16" wide rubber chevron belt. The LKS400 Series is ideal for: basement excavations, tunneling, recycling swimming pool excavations, tank clean outs and repair, and material stockpiling.

Specifications:

Belt Width: 16 in

Overall Bed Width: 16 in

Weight: 245 lbs

Weight Capacity: 440 lbs

Belt Length: 10 ft

Length: 10 ft

Type: Dirt & Aggregate Conveyor

Horsepower: 1 H

Style: Portable Conveyor

Includes: Standard Hopper, 20" Stand,

Power Cord, Link Cord

Voltage: 110 V

Motor: Interroll 1.0KW

Material: Aluminum

Conveyor Speed: 92 ft/min (Fast)

65 ft/min (Slow)

Manufacturers Part Number: LKS400-3

Conveyor Section: Straight



Also, new to our rental inventory is the **Campo** DF1600 1.6 mil Make Up Air Direct Fired Heater NG/ Propane.

The **Campo** DF1600 converts 1,600,000 BTU's at nearly 10,000 CFM. **Campo's** unique fan first design eliminates the need for drive belts and other parts known to cause premature failures and unhappy customers. Together with **Campo's** wide-scope modulation (from 550,000 to 1,600,000 BTU), you will experience reduced cycle losses, reduced wear and tear on critical components and greater thermal efficiencies.

Specifications:

550,000 btu to 1,600,000 btu, Modulating

9,452 cfm Heated Air Output

1ph or 3ph

230V 40A

For Use with Metal Ducting

Lockable Casters

Forklift Pockets

Stackable

Very Quiet

L92", W31.50", H62.5"

992 lbs



For use with or without ductwork, static pressure in ductworks is not to exceed 0.35" w.c.

Contact the Rental Department for availability or visit our website at www.SuperiorRental.com.

SUPERIOR RENTAL cont.

Product Sales / Specials

We have used equipment available for purchase on our website. In 2024 we will adding an increased amount of used equipment for sale, please check out our website for the latest updates. If you don't see something under "Used Equipment" that you are looking for, please contact the Rental department for additional equipment for sale.

Industry News

Stay up to date with what's going on at Superior Rental. Follow us on Facebook, Instagram, and Twitter!

<https://www.facebook.com/SuperiorIncRental/>

Follow us on Instagram @superior_rental

<https://twitter.com/SuperiorCompany>

Product Pricing Updates / Concerns

Our Rental Rates change regularly based on utilization, visit our website or reach out to your Rental Specialists.

RENTALS

24 HOUR EMERGENCY SERVICE
CALL (877) 289-7368



WINTER RENTAL SEASON RUNS FROM 12/4/23 TO 4/01/24



HEATER RENTAL (SIZE / FUEL SOURCE)		MONTHLY	SEASONAL
200,000 BTU Heater / Diesel		\$695.00	\$1,600.00
400,000 BTU Blaze Indirect / Diesel		\$1,400.00	\$3,500.00
400,000 BTU Blaze Indirect / Diesel w/ 100 Gal Tank		\$1,600.00	\$4,000.00
400,000 BTU Blaze Indirect / Propane/N.G.		\$1,500.00	\$3,750.00
1,000,000 BTU Indirect / Diesel w/ 300 Gal Tank		\$3,500.00	\$8,750.00
375,000 BTU Heater / Propane		\$450.00	\$900.00
400,000 BTU Heater / Propane/N.G.		\$600.00	\$1,500.00
750,000 BTU Ductable Heater / Propane/N.G.		\$1,500.00	\$3,000.00
950,000 BTU Ductable Heater / Propane		\$1,700.00	\$3,400.00
1,500,000 BTU Heater / Propane/N.G.		\$2,000.00	\$4,000.00
ELECTRIC HEATER RENTAL		WEEKLY	MONTHLY
10,000 Watt Dewalt		\$170.00	\$425.00
20,000 Watt Dewalt		\$216.00	\$500.00
40-50,000 Watt Dewalt		\$269.00	\$700.00
GROUND HEATER RENTAL		WEEKLY	MONTHLY
Crown HK 150		\$2,500.00	\$4,500.00
Thawzall 250		\$3,500.00	\$6,000.00
Crown HK 500		\$4,500.00	\$8,000.00
Electric Power Blankets, 5' x 20'		\$309.00	\$600.00
LOADER RENTAL		WEEKLY	MONTHLY
CAT Loader 907 / 908		\$2,118.00	\$3,531.00
CAT 420 Backhoe		\$1,320.00	\$2,860.00
CAT Skid Steers		\$935.00	\$2,420.00
CAT / Mustang Track Skid Steers		\$1,045.00	\$2,750.00
SNOW PUSHER RENTAL		WEEKLY	MONTHLY
12' (Backhoe)		\$175.00	\$500.00
8' (Bobcat)		\$100.00	\$400.00

IMPORTANT:

- These prices do not include delivery to jobsite
- HK 500 Crown Heaters include generators
- Skid Steers, Backhoes & Loaders include glass enclosures, heat & lights
- Skid Steers are allotted 300 hours of run time per season, \$75 an hour past the 300 hours
- Loaders & Backhoes are allotted 200 hours of run time per season, \$75 an hour past 200 hours
- Skid Steer, Backhoe & Loader Snow Pushers are available for additional cost or available for purchase new or used
- Snow Blowers, Tractors, Dingo Loaders and UTVs are available

IMPORTANT - HEATERS:

- Prices do not include delivery to the jobsite, set up, regulators, hoses, or duct work
- All electric connections and gas connections are the responsibility of the renter
- We rent 100 lb propane tanks which are available for delivery
- We also carry: 150,000 BTU propane or kerosene, 200,000-250,000 and radiant heaters
- Please ask us about packaging heater start ups with tanks, propane or natural gas
- We rent Tent Heaters and Patio Heaters
- We rent various size Generators to power any of these heaters. Package pricing available

Product Training

We are certified to provide forklift and boom lift training for our customers. This training is in a classroom setting and hands-on which is provided at Superior or at a jobsite location. Contact the rental department to schedule training.

New Personnel

The Rental department welcomes Matt Schowe as the Operations Manager for Rentals in Milldale as well as Ed Reardon in Milldale as a mechanic.



Matt



Ed

SUPERIOR – BRIDGEPORT

New Personnel

We would like to announce our newest addition to the Superior Bridgeport Team.. Keith Johnson is our newest Yard, Warehouse, Shipping & Receiving Associate. Let's all welcome Keith!



SUPERIOR – EAST HARTFORD

New Personnel

Tim Werner has transferred from our Superior Norwich location to our Superior East Hartford location as an Inside Sales and Rental Specialist.



SUPERIOR – DANBURY

New Products

New to the Danbury inventory... **Form-A-Drain**! Although you don't see it, the system at the very base of your home that provides drainage to your foundation plays a critical role in keeping your basement or crawlspace dry. **Form-A-Drain** is the highest quality, most innovative foundation drainage system on the market today.



Form-A-Drain outlines the footing, a strip of concrete that defines the basement perimeter and upon which the basement walls rest. Because it's installed before the footing is poured and stays in place permanently, **Form-A-Drain** is always in the optimum position — right up against the side of the footing and level with its top — to provide superior drainage, either to a sump pit or away from the house.

Other drainage systems are designed to be installed after the footing is poured, making it difficult to maneuver them into the correct position. As a result, they may not be as effective in channeling water from your foundation.

SUPERIOR – DANBURY cont.

Industry News

Check out this interesting article on being a contractor in Connecticut as featured on WFSB.

<https://www.wfsb.com/2023/10/24/i-team-no-experience-required-become-contractor-connecticut/>



I-Team: No experience required to become a contractor in Connecticut



New Personnel

Jessica-Lynn Long joins the Superior team in Danbury as Inside Sales / Counter Sales Associate. Welcome Jessica!



SUPERIOR INSTRUMENT

New Products

LEICA Machine Control Systems

Leica provides solutions for Dozers, Excavators, and Grading boxes for increased machine utilization, productivity and material efficiency in any earthmoving and fine grading contract.



Product Sales / Specials

Cold weather monthly sales, Superior Instrument is featuring special pricing on Radians SJ411QB Parka and Radians RWG27 Winter Gloves.

Industry News

The Global Machine Control System market is anticipated to rise at a considerable rate during the forecast period, between 2023 and 2030. In 2022, the market is growing at a steady rate and with the rising adoption of strategies by key players, the market is expected to rise over the projected horizon.

Due to the COVID-19 pandemic, the global Machine Control System market size is estimated to be worth USD 1603.3 million in 2021 and is forecast to a readjusted size of USD 2116.7 million by 2028.



INSTRUMENT cont.

Trade Shows & Seminars

Northeast Hardscape Expo- March 20-21, Mohegan Sun, Uncasville CT
Instrument will be showcasing Products from Keson, Sola, Topcon, Spectra and more.



New Personnel

Joe Cordona joined the Superior Instrument team in October as a Sales Associate. Welcome Joe!



SUPERIOR HEARTH, SPAS & LEISURE

New Products

We completed yet another successful project, with the renovation and addition of our Electric Fireplace Showroom in our Milldale Location. We have numerous Simplifire electric fireplaces and the new Net Zero Waterplace by Mendota on display in this beautiful showroom.

With electric fireplaces becoming more and more popular among our builder and retail business, we found it crucial to have a larger display of the colorful options available including traditional and linear fireplaces.



SUPERIOR HEARTH, SPAS & LEISURE cont.

New Products cont.

Heat-n-Glo transformed their 6000/8000 series gas fireplaces into a new breathtakingly real 6/8K series. Keeping with the same technologies from its predecessor, they revamped the logs to now include both a traditional log and a birch option, increased viewing area, and created 6 new front options, and 5 upgraded interior options as well. Since the unveiling of the new fireplace this past summer, it has been a best seller.

It was a big year for new products with **Heat-n-Glo**! They launched their all new electric fireplaces the Inception. This fireplace has true-to-life flames from the Digital Spark technology and gives the consumer a realistic fireplace, at the touch of a button. There are multiple heat settings, and you can even control this fireplace from your phone using the Intellifire App just as you can on **Heat-n-Glo's** gas fireplaces. There are three decorative front options to enhance the already beautiful flames, and with the Wescott mantel kit, installation is as easy as ever. We have one in our electric showroom if you'd like to see it in person!



Product Sales / Specials

We've started our Winter Wellness Sauna and Hot Tub Campaign with some cash discounts and 0% financing on select saunas and hot tubs. Saunas and hot tubs provide numerous benefits, including heart health, weight loss, muscle recovery, stress relief, flushing toxins, and a better night's sleep just to name a few!

Trade Shows & Seminars

We recently hosted a Multifamily Council Meeting with some of the HBRA members in our Milldale showroom.

We will have a booth this year at the Home Builders & Remodelers Association's Connecticut Home & Remodeling Show in Hartford. The show will be held from February 9th-11th at the Connecticut Convention Center- 100 Columbus Boulevard, Hartford, CT. We'd love to see you there!

New Personnel

John Harrington joins the SHSL team working as an installer. Welcome John!



New Personnel

ADAM THERIAULT – OPERATIONS ASSISTANT MANAGER:

Superior is pleased to announce the appointment of Adam Theriault as the new Milldale and Putnam facilities Operations Assistant Manager for the Superior Network of Companies. Adam brings to Superior his knowledge and experience in a leadership role in the military in operations, leading and managing people, processes, and procedures as well as his operations, safety and awareness skills that will help the Milldale and Putnam facilities as well as Superior in its growth. Adam will be available and manage all day-to-day Operations needs while reporting directly to Paul O'Sullivan. For those working in the Milldale and Putnam facilities, please begin to direct your operational discussions and issues to Adam going forward. We wish him success in his new role knowing that he has the support of the Superior Network of Companies behind him to help him succeed.



SUPERIOR IS GROWING!

We are very pleased to announce that Superior Products Distributors, Inc. have purchased the assets of the Haynes Outdoor Living Showroom in Seymour, CT. This is an exciting acquisition as this will become our 6th Superior location. The Haynes family created this business in 2003 to serve the valley and it has become a well-known Hardscape, Masonry, Landscape Materials, and Outdoor Living supplier. Over the next several months, we will be transforming this location into a full-service Superior location to include Site & Pipe Products, Equipment & Supplies, Instrumentation, and Concrete Accessories so that we will be able to serve our customers with so much more! Please forgive our appearance during this transition period but we are now ready to service ALL your Hardscape, Landscape and Masonry current needs. Our new location is located at 600 Derby Avenue in Seymour. Please stop by and say hello!