

## **California Dreaming: Manhattan Beach Contractor Puts Heavy Duty Wheel Loader to Work Building Dream Homes on the Pacific Ocean**

*New CASE [1121F wheel loader](#) offers the power and speed required to get in and out of jobsites fast; offers reduced noise and emissions for a neighbor-friendly environment.*

By Philippe Bisson, brand marketing manager, CASE Construction Equipment

*As featured in [Construction Equipment Guide](#).*

Manhattan Beach, California is a prime location for those looking for the true experience of living in an oceanside community: mere blocks from the beach, it offers the best of California weather and culture. It's almost always sunny, and rarely are heat or air conditioning required. Construction isn't the first thing you think of when in Manhattan Beach, but when you do, you think of Casner Construction.

"The term 'Casner Quality' is synonymous with high-end residential quality in the South Bay area," says Art Jurado, sales consultant with Sonsray Machinery in Southern California. "People ask for Casner homes by name because they know each home is crafted with care and built to the highest of standards while also offering a distinct California style."

When a Casner home goes on the market, the offers come in quickly – and often above asking price as bidding wars ensue. "Usually within a day or two, I have anywhere from three to 10 offers on the house," says Craig Casner, who has been in the home-building business in Southern California since the 1960s. He earned his license in 1974, and his two sons, Jeremy and Josh (licensed in 2000) now work in the family business and carry on the "Casner Quality" legacy.

With his homes in high demand, Casner places emphasis on being a good neighbor, and completing as much of the heavy earthwork required for each new home as quickly and efficiently as possible. With that in mind, the company added a new CASE [1121F wheel loader](#) to its fleet in 2013, and the results have been encouraging.

"The last job we did here in Hermosa Beach, we had to export 500 or 600 yards," says Jeremy Casner. "It was a hillside job. The cut of the grade had to be flat with the street in about 80 feet, so we had some 10-foot verticals. This machine hogged the dirt out faster than any other machine I've ever seen."

### **Big Production on Small Sites**

While it is the second-largest wheel loader available from CASE and Sonsray, the 1121F fits nicely into the sitework performed by Casner. As the company began looking for a new wheel loader, size, speed and power were important. The 1121F weighs in at 59,191 pounds and offers 320 horsepower (net) and 56,310 pounds of breakout force. Casner outfitted this machine with a six cubic-yard bucket and added radial tires and heavy-duty axles for greater traction and more robust lifting

capabilities. The added strength and power were required as the earthmoving here is rarely a day at the beach.

“Some jobs you encounter clay or adobe material, the more expansive soil, very dense, very heavy, very wet,” explains Jeremy Casner. “It's definitely more difficult to work in and you definitely need a heavier-duty machine to work in that material.”

“We have jobs like these where we have to move thousands of yards of dirt, and a backhoe will do it but it does it in a lot more time than this (wheel loader),” says Craig Casner. “My son Jeremy is into grading, demolition, dirt hauling and dirt moving, and this machine just does the job three- or four-times as fast as using a backhoe.”

“The power, the strength of the torque, the breakout power that the machine has as far as hogging into a hillside and going into stockpiles to load trucks, it kills it,” confirms Jeremy Casner. “I've been an equipment operator for probably 15 years on and off. I ran scrapers, I ran excavators, I ran wheel loaders and this machine by far blows those other pieces of equipment out of the water.”

#### **Tier 4 Engine Technology Reduces Emissions, Noise and Maintenance**

Part of being a good working neighbor in these tight-knit oceanside communities is bringing ecologically friendly equipment to the jobsite. California is at the forefront of emissions regulations, and the 1121F fits in nicely. The machine uses selective catalytic reduction (SCR) technology to meet Tier 4 regulations in reducing NO<sub>x</sub> and particulate matter (pm) emissions.

“The older machines that are belching out giant clouds of black smoke are not really friendly to the neighbors or the area,” says Craig Casner. “That equipment has slowly been (replaced) for newer pieces of machinery like this loader, and these new ones are completely environment-friendly.”

SCR is well suited for wheel loaders because it's an after-treatment system that let's the engine do what it's designed to do: generate power at varied engine loads. The technology, which has been accepted for several years for on-highway diesel applications throughout North America and Europe, also doesn't require the use of regeneration to burn off accumulated particulate for faster throttle response time. The end result is full power and breakout force when needed. Additionally, SCR engines are optimized to create an efficient combustion process. The technology can actually improve performance because the engines breathe more freely, which in turn, results in significant fuel savings.

The machine also helps reduce another byproduct that is particularly sensitive to working in residential neighborhoods: noise pollution.

"It's far quieter than any other machine of this size that I've ever driven or operated," says Jeremy Casner. "Being inside the cab with the door closed, you feel like you are not in a piece of equipment because it is so quiet."

### **Optimum Visibility for Working on Tight Sites**

The company recently put the wheel loader to work on a 100-foot-by-100-foot lot. Although the jobsite was small, Jeremy Casner says the 1121F is a safe performer in tight quarters. Key to those efforts is visibility.

"The cab of the machine is very open, very spacious, glass from ceiling to floor," he says. "You can see the ground really well, you can see on both sides of the machine, you can see between the front wheels and the bucket when the bucket's in the air. When you put it in reverse, the backup camera comes on. You can see what's behind the machine, if anyone's back there. When you are backing up, you know when you are getting close to something."

A new, wide-angle lens provides optimal visibility to the rear of the machine through the back-up camera. The wheel loader also features the lowest and narrowest rear hood in the industry.

"Overall, the visibility is very good."

### **An Excellent Partner**

Casner worked together with Sonsray Machinery's Santa Fe Springs branch to select and spec out the 1121F. With the assistance of sales consultant Art Jurado and the backing of the company's service department, Craig Casner knows he has a partner in helping him optimize uptime and productivity.

"I have a great relationship with Art going back to the 1980s," he says. "I've always had great deals with him. I have bought a lot of equipment from him over the years. 20 or more pieces, including backhoes, skip loaders, skid steers and wheel loaders. I have always been satisfied."

### **Casner Quality – From Earthmoving to the Finished Product**

Taking everything into account, Casner believes the 1121F fits in nicely to his primary goals of being a good neighbor and performing premium work. If he's able to do it a bit faster with equipment like the 1121F, that helps contribute to an equally important quality: profitability.

"It's time versus money," says Craig Casner. "The longer a project takes, your profit margin is spread over the number of days you invest in a project. If you're in and out of a project in 8-10 days, that's a premium versus a project (that takes longer)

because you're going to make the same amount of money. It just took you twice as long to make it."

"This machine here, it'll do all what we need in half the time or one-fourth the time that the smaller machine will need."

At the end of the day, it all culminates into a total package that Casner is happy to bless with his family's name.

"Everything has to be premium, because when my name goes on the presale list they use the (phrase) 'Casner Quality'. They expect everything to be first class. That's what I give them."

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