

## endex industry news

### Practical experience, practical solutions

Synergy Positioning Systems not only offer a world-class range of precision instruments for the civil construction industry but also the hands-on experience and expertise that comes from regularly using these products in the field and understanding the demands of the job. The company also provides product training and a repair and maintenance service – a full-house competitive advantage.

In the last eighteen months, Synergy Positioning Systems have realised all its organic growth objectives set in April 2007 when it was formed by the merger of Geodetic Instruments and Synergy Equipment and Systems.



Synergy are New Zealand's preferred supplier of Asphalt Paver Control Systems. They also provide specialised survey and consultancy services, which enable the contractor to produce a super smooth road surface.

The company supplies market leading precision positioning systems to the survey, civil engineering, and construction industries. It imports and distributes for sale and hire Topcon GPS, laser, survey and machine automation systems from Japan and the United States; the MOBA range of machine control systems from Germany; and the Roadware range of products from the Netherlands.

The company offers an extensive range of other quality civil construction instruments for sale including optical levels and theodolites, construction lasers, Total Stations and Survey GPS, machine control systems, ground testing equipment, measuring wheels, laser tape measures, and lighting balloons.

It also has a consultancy division that performs specialised fieldwork. An example is the recently completed paving of the Central Motorway Junction in Auckland. Synergy, working with Higgins Contractors, provided survey data and automatic level control with its Pavesmart system, which is designed to provide a super-smooth asphalt surface.

"It's vital that the final layer of asphalt is perfectly smooth – our reputation got us the job and the client walked away with peace of mind," says company owner Mike Milne.

According to Mike Milne, hands-on experience such as this enables Synergy to understand the demands of the job and source the best and most innovative equipment to solve real-life problems in the field. "The Synergy team believes well-chosen innovations save the customer time and money. However, we also offer a complete range of tried and trusted products.

"We select our range to deliver the best solutions for productivity improvements, labour savings, less time spent on jobs, and improvements in accuracy," he says.

Complementing this pioneering focus is the company's proactive strategic forward planning. Synergy Positioning Systems was formed when Synergy Equipment and Systems merged with Geodetic Instruments in 2006. Mike Milne says the merger took two years to plan and execute. He says by 2004 Synergy Equipment and Systems, which he started up 15 years ago, was a well-established firm specialising in the sale and hire of machine automation systems for asphalt paving, survey and engineering consultants, and paving crew training and supervision.

"As Synergy Equipment and Systems continued to expand I saw an opportunity to build on our reputation for service. In 2004 I purchased Geodetic Instruments to round out the Synergy service offering," he says.

Geodetic Instruments was formed in the mid 1980s to sell and service leading international brands

of survey and construction equipment, including Topcon. Mike Milne says combining the two has been an organic process, laying the foundations for strong, sustainable future growth.

"The new company has more than 30 years experience delivering innovative technologies, combined with a commitment to outstanding customer service. I see it occupying a niche halfway between a contractor and a supplier, and with a huge understanding of both sides of the equation," he says.

Mr Milne started "...out in the field 25 years ago at the bottom of the civil construction ladder." In time he built up comprehensive hands-on knowledge of the practices and challenges of construction and technological solutions.

"Understanding our business means we're able to continually search for new products. One of the big trends since the release of GPS has been the advent of automation.

"It holds the key to massive productivity gains, especially given the shortage of skilled labour, the increasing cost of materials, and the need for tolerances to be so incredibly precise. Topcon, for example, is driving GPS control technology world wide," he says.

Three of Topcon's most recent innovations offered by Synergy include the Millimetre GPS, the Topcon GPS+ Dual constellation GPS, and the Topcon 3Dxi. The Millimetre GPS is 300 per cent more accurate than standard GPS and the first and only GPS system accurate to within millimetres on the vertical axis for survey and machine control on the market.



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The Topcon GPS+ Dual constellation GPS has 50 per cent more satellite availability than standard GPS and allows the contractor to work under trees, 24 hours a day, with no down time. The Topcon 3Dxi is the first and only 3D GPS+ system for excavators. The contractor needs no stakes or pegs and, eliminating double handling, and he can cut to design without a surveyor on-site.

"And that's really where I see Synergy Positioning Systems heading – supplying and servicing world class survey and machine control solutions, backed with a commitment to ongoing product support training," Mr Milne says.

He considers the company's relationship with Topcon, MOBA and Roadware a major competitive advantage. "We've been extending these supply relationships into more holistic alliances between ourselves and our clients. That's because while the product agencies and future growth are important, the strategy behind the launch of Synergy Positioning Systems is not simply about being the biggest.

"The team wants to be a preferred provider, the guys our clients want to deal with. We've come through the industry from the ground up, we know the logistical issues and how to address them, and we deliver what we say we'll deliver. We create synergy, combining the customer's expertise with ours to achieve superior results. If the sector can confirm this with confidence, we've achieved our objective," he says.

A key strategy to become a preferred provider is ensuring the customer has the confidence, skills, and back-up service to get the best out of their equipment. Synergy's factory-trained technicians provide whole of life support, including nationwide product installation, training, and servicing for all the products in its stable as well as other brands. Comments Mr Milne: "This is easy – our products are not too complicated to use on the job, they're user-friendly, and field tested by guys in the know.

"Reliability and toughness are also paramount – we only associate ourselves with brands that stand up to the rigors of our construction industry, robust products that are built to last in all field conditions, products we can trust and service. In addition, we provide some of the fastest turn around maintenance and repair times in the industry. And if a repair is uneconomical, we advise the customer first and offer them options and alternative solutions."

Synergy also offers free calibration checks on Topcon instruments, calibration certificates, a free telephone helpdesk for on-the-job assistance, and finance, lease and rental packages.  
For further information, Email: [info@synergypositioning.co.nz](mailto:info@synergypositioning.co.nz)  
or visit [www.synergypositioning.co.nz](http://www.synergypositioning.co.nz)

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