At John Deere, we’re always trying to unlock greater value for our customers. Our new operating model helps us do just that. Rapidly delivering intelligent, connected machines and technology solutions helps you become more efficient and profitable. We’re constantly expanding our lineup of compact machines to better meet your unique needs. And our technology solutions enable our machines to do things smarter, more precisely, and more productively so you can do more with less.

Our new 333G SmartGrade™ Compact Track Loader (CTL) is a great example of how we’re connecting intelligent machines with the latest technology. This machine represents the first time fully integrated grade-control technology is available on compact equipment. As you’ll learn in the article on page 8 and in Tech Tips on page 14, the SmartGrade CTL delivers precise grading performance while limiting material waste and rework.

The 333G SmartGrade CTL incorporates a number of innovations, including our proprietary SmartGrade grade-control technology that enables stakeless grading, an operator-friendly DozerMode control system, and EZGrade technology for effortless blade control. SmartGrade remote support includes Wireless Data Transfer (WDT) and Remote Display Access (RDA), which allows technical support from inside the cab. Through JDLink™ connectivity, John Deere Connected Support™ enables remote monitoring of the 333G, so dealers can quickly identify issues, often before they cause costly downtime.

A major benefit of the 333G is that it helps prep sites for final grade using the same machine and operator, minimizing the need for additional crew members and equipment. And the 333G maintains features that have made our large-frame CTLs so popular, including the vertical-lift configuration that allows them to capably handle heavy loads, stack pallets, and tackle a variety of other tasks.

Like all our G-Series CTLs and Skid Steers, our 333G SmartGrade CTL is easy to trailer and compatible with a wide variety of John Deere attachments. And like other Deere compact machines, it’s exceptionally reliable and simple to service, to help maximize uptime. See your local Deere dealer today to learn about the 333G SmartGrade CTL and other smart ideas.

Juan J. Raya
Manager, Global Compact Construction Sales

Pile up more profit this year. Ask your dealer about Zero. Zilch. Nada. today.

Three Winter, Freeze Your Payments — Not Your Income.
Keep working all year round! Add John Deere snow-removal attachments to your fleet and pay Zero. Zilch. Nada. for up to 180 days.

Offer valid on qualifying purchases made between 1 March 2021 to 28 February 2022. Subject to approved credit on PowerPlan, a revolving credit service of John Deere Financial, F.S.B. For commercial use only. After the promotional period, interest charges will begin to accrue at Prime plus 14.90% APR. 1.9% APR is for 12 months only. 0% APR for 180 days, and 1.9% APR for 12 months offers require a minimum $3,000 purchase required with at least $1,000 of the purchase being parts. Repairs must be made to John Deere equipment using John Deere OEM parts. Prior purchases are not eligible. Available at participating dealers. Prices may vary by dealer.

This Winter, Freeze Your Payments — Not Your Income.

Get Connected

Our new SG96 Dozer Blade is tough enough to cut grade — or smoothly spread or fine-grade materials precisely where needed.

Little Bit of Heaven

Paradise Outdoor Services is grateful for its people and projects in the North Star State.

Cover Story

Introducing the All-New 333G SmartGrade™ CTL

The first compact machine to feature fully integrated 3D grade-control technology, our new 333G SmartGrade Compact Track Loader is a pretty big deal.

Tech Tips

Complete grading tasks faster in fewer passes using SmartGrade grade control.

Big and Bright

BrightView Landscape Development has found opportunity deep in the heart of Texas.
Looking to tackle a new project or expand your operation’s capabilities? Add a John Deere attachment. Our ever-expanding lineup includes over 100 models, so you’re sure to find the right tool for the job.

Our new SG96 Dozer Blade for the 333G SmartGrade™ Compact Track Loader is tough enough to cut grade. But it can also smoothly spread or fine-grade materials precisely where needed. Combining heavy-duty components with a configuration comparable to our proven crawler dozer blades, this six-way blade includes a reversible three-piece bolt-on cutting edge for long wear life and reliable uptime.

**Blade angles 24 degrees and tilts eight degrees to maneuver in tight spaces.**

**EZGrade reduces the effort needed to control the blade, minimizing fatigue.**

**Shimmed ball-and-socket and spherical bearings provide tight blade performance.**

**Robust cylinders with heavy-duty wiper seals power through rough grades while delivering accurate finish grading.**

**Box work tool boosts the blade’s capability.**

**Integrated JDLink™ provides real-time machine data and alerts while enabling John Deere Connected Support™.**
PARADISE OUTDOOR SERVICES CREATES BEAUTIFUL SPACES AND A GREAT WORK ENVIRONMENT
Two people can view the same situation from vastly different perspectives. What one may consider a prison, another may consider paradise. It’s all a matter of outlook. Justin Kral, owner of Paradise Outdoor Services, Chisago City, Minnesota, favors a sunnier disposition. “We can control our attitude. When I wake up in the morning, I can choose whether it’s a crappy day or a great day. Don’t get me wrong—not every morning is perfect. But your mindset has a lot to do with it.”

**ATTITUDE OF GRATITUDE**

Instead of putting people on edge about looming deadlines or a heavy workload, Kral cracks jokes and keeps things loose. Instead of expecting employees to work crazy hours, he gives them the flexibility to work longer days Monday through Thursday so they can take Fridays off. “In my business, it’s hard to find people to work. But I’m thankful I never wake up in the morning worrying about if someone is going to show up. We have great camaraderie here. It’s a great environment. Ultimately it’s about treating people the way you would want to be treated.”

— continued

“**WE HAVE OPEN FIELDS AND LAKES, SO THERE’S A LOT OF HUNTING AND FISHING. THERE’S NOT A LOT OF HUSTLE AND BUSTLE.**”

Justin Kral, owner, Paradise Outdoor Services
ral grew up in the Chisago Lakes region, which is approximately 35 miles from downtown Minneapolis-Saint Paul. “I absolutely love the community. Everyone knows each other. We have open fields and lakes, so there’s a lot of hunting and fishing. There’s not a lot of hustle and bustle.”

Growing up, Kral worked for his grandfather, who was a contractor, and his father, who owned a gas station. After college, he worked for an excavating company where he learned how to run construction equipment. “I never wanted a desk job in some cubicle, I always wanted to work outside.”

In 2011, Kral decided to start his own lawn-care business. He bought a truck, trailer, mower, and weed trimmer, and started knocking on doors. Early on, his father taught him an important lesson, “When I started out, I was pretty stressed,” he remembers, “My father asked me if I was doing everything you can? Are you doing your best? Because that’s really all you can do. Everything else will take care of itself.”

Over the years Kral has built a successful lawn-care, landscaping, land-clearing, and snow-removal business that today employs eight workers during the summer and up to 18 during the winter. He owes his success to his faith and decades of sobriety. Some of his employees have struggled with addiction and have helped each other stay clean and sober. “Our community is one big family. We just try to do our best and support each other as best we can.”

**SMALL-TOWN VALUES**

Living in a small community has instilled strong values in Kral. He refuses to succumb to the fast pace of the increasingly connected world and 24-hour news cycle. “The media is so negative, so I make an effort not to get sucked in. I try to just stick to my core values of working hard and raising my kids. I go to baseball games, stop at the local café, and just talk to people.

Ultimately, it’s about connecting with each other and treating each other with respect.

In July 2019, a tornado tore through the city of Scandia, about 12 miles south of Chisago City. The event brought Kral’s whole community together. “There was a lot of debris and fallen trees, so I got my guys together and called our local John Deere dealer, Frontier Ag & Turf, I asked our salesman, Kevin Carver, if we could borrow a machine, and he said it was no problem, Whatever we needed, he told us he’d bring it out.”

Carver dropped off a John Deere 324G Skid Steer for the company to demo, which Kral ended up purchasing, “It worked out great, and that’s where our relationship with Frontier started. Service and support have been fantastic. The competitor manufacturers treated us like a small fish in a big pond. But not John Deere and Frontier. No matter what size company, both Deere and our dealer want to help you get what you need to succeed.”

The 324G has been a workhorse during the winter for snow removal. “It’s small enough to make it great for plowing out townhomes, gas stations, and driveways. The optional two-speed transmission gives us ample speed to get from job to job, inside the cab it’s spacious and comfortable — the guys love it.”
Paradise Outdoor Services also runs a Deere 317G Compact Track Loader (CTL). “Kevin let us demo that one, too,” says Kral. “Except he didn’t come pick it up. He just came over after a few weeks with an invoice (laughs).”

The 317G CTL has been perfect for grading as well as a variety of other lawn-care, landscaping, and land-clearing tasks. “It has plenty of horsepower, but it’s small enough to get into tight areas. And with its tracks, it won’t tear up the ground. We run a bucket, forks, and grapple on it, so it covers all our needs.”

Kral appreciates the standard low-effort joystick control on the 317G as well as the joystick performance package that allows the operator to customize operation to personal preferences. “You can slow travel speeds while maintaining full engine and hydraulic power, which is great for operating attachments such as grapples. You can also adjust boom/bucket and travel/steering response, so new operators can grow into their jobs.”

Not that Kral has had to hire many new operators. “We’re fortunate we’ve had many of the same guys work here — guys I’ve watched grow up through our company. Here in the Chisago Lakes area, you feel like you’re mowing at Mom and Dad’s house every day. Everyone is on a first-name basis. I feel the one thing I’ve done is treat people right. I care about our employees and our customers.”

Paradise Outdoor Services is serviced by Frontier Ag & Turf, Columbus, Minnesota.

Check out the video at: JohnDeere.com/worksitejournal

Justin Kral, owner, Paradise Outdoor Services
BRAIN OF A SMARTGRADE™ DOZER
BODY OF A COMPACT TRACK LOADER
A six-way blade is every operator’s friend. But a six-way blade that automatically cuts to grade is your best friend.”

— Nelson Brothers, operator, The Briar Team

The first compact machine to feature fully integrated 3D grade-control technology, the John Deere 333G SmartGrade Compact Track Loader (CTL) delivers precise grading performance while limiting material waste and rework. The operator-friendly DozerMode control system is intuitive to operate and features a Deere-designed, purpose-built six-way SG96 Dozer Blade. This versatile and maneuverable machine is loaded with features to help elevate your grades — and allow you to take on new tasks and larger jobs in site development, roadbuilding, landscaping, residential, and commercial-building operations. Also see Tech Tips on page 14 for a closer look at SmartGrade technology.

Of the thousands of hours in real-world field tests conducted on the 333G SmartGrade, Nelson Brothers logged the very first one. Which was all the time he needed to recognize that the 333G “will change the way we do things out here.”

Brothers is a 15-year crawler operator with The Briar Team, one of Central Florida’s largest and fastest growing site-development companies. And we’re grateful that he helped us fine-tune what he calls “the future of compact track loaders.”
Through six-way blade SMARTGRADE technology reduces the effort needed to control the blade, minimizing operator fatigue.

Vertical-lift configuration allows you to capably lift heavy loads, load dump trucks, stack pallets, or tackle a myriad of other tasks when not grading.

EZGrade technology reduces the effort needed to control the blade, minimizing operator fatigue.

Tough, Deere-designed and -built six-way SG96 Dozer Blade can do it all, including cutting a grade, spreading light materials, or fine grading, which streamlines attachment needs and setup time.

USER-FRIENDLY DOZER MODE
Integrated JDLink™ provides real-time machine data and alerts to help maximize productivity, efficiency, and uptime, and enables John Deere Connected Support™.
Finding experienced help can be a challenge. With this, I can use a new operator and still get an accurate grade.

— Bobby Lee Good, president, The Briar Team

“One of the first things Crew Supervisor BJ Bauman appreciated about the 333G SmartGrade is what it didn’t have: no masts and no cables, optimizing visibility. No theft or damage costs. No lost time putting them on every day. “Something like this is long overdue” he says. “No other manufacturer has a full-on grade-control system in a CTL ready to go. I think this is awesome.”

“Not having masts or cables is a big deal. Deere has taken the approach that everything is protected. This stuff lives.”

— BJ Bauman, construction estimator, Rittmer Inc.

This CTL maneuvers in tight spaces where larger machines aren’t ideal and is perfect for work along walls, curbs, and edges.

ONE MACHINE, MULTIPLE TASKS

COVER STORY
MADE TO GRADE SMARTE AND S
The proprietary grade-control technology on our new 333G SmartGrade Compact Track Loader (CTL) enables grading tasks to be completed faster, in fewer passes, and with less rework compared to operating without grade-control technology. Here’s how it works.

### Risk Management
Fully integrated SmartGrade grade control eliminates the external masts and cables of traditional systems — removing the risk of damage or theft of those components.

### Grade It Easy
EZGrade makes manual grading easier and more intuitive than with traditional dozer-blade attachments.

### Never Far Away
SmartGrade remote support includes Wireless Data Transfer (WDT) and Remote Display Access (RDA), enabling technical support from inside the cab.

### All About Control
SmartGrade includes the John Deere patent-pending DozerMode. A quick push of a button on the sealed-switch module switches to the electrohydraulic (EH) control pattern for the CTL to function like a crawler dozer, enabling intuitive operation.

### Ready To Work
Unlike traditional grading stakes that require light and line-of-sight visibility, SmartGrade enables stakeless grading, so you can follow the same plans used on other jobsite equipment and work 24/7 if needed.
BRIGHTVIEW LANDSCAPE DEVELOPMENT FINDS SUCCESS DEEP IN THE HEART OF TEXAS
In the 19th century, it was not uncommon to find “Gone to Texas” scrawled on abandoned homes across the United States as many people headed to the Lone Star State in search of a new life. Today Texas still has a reputation as a land of opportunity. In the past decade, over 200 companies have relocated their headquarters to the second largest state in the U.S., with its pro-business climate, tax benefits, and fewer regulations.

“We’re a very employee-based company,” agrees Day. “You’d think in a big corporation you’d be just a number, right? A cog that can be replaced if it breaks. But we’re one big family. Jeff and our other managers know that without the guys in the field, there’s no need for the guys back in the office. We make sure to take care of the guys in the field and make them happy. Our people make a big difference.”

**TEXAS-SIZED PROJECTS**

Most of the work that BrightView’s Dallas location is producing right now is on new corporate campuses. On a recent project, BrightView completed a 12-acre pond along with massive amounts of stonework, landscaping, and irrigation. The company is also currently working on an enormous 200-acre corporate campus for another company that requires five of the Dallas location’s 28 full-time crews.

“We tend to take on the big commercial jobs,” says Day. “We don’t chase the easy stuff — only the hard stuff. There aren’t a lot of commercial landscapers in the Dallas-Fort Worth metropolitan area who can handle projects the size we do.”

BrightView is the largest commercial landscape company in the United States, employing over 20,000 people in over 30 states and generating more than $2 billion in revenue annually. The company was formed in 2016 when two landscaping giants merged: Brickman Group, Ltd., the largest maintenance company, and ValleyCrest® Companies, the largest construction company. “It was the perfect marriage,” says Lennon. The “B” in BrightView represents Brickman, while the “V” represents ValleyCrest.

“I BUILT THIS”

BrightView’s Dallas-Fort Worth operations employ over 1,000 people in both maintenance and construction. Lennon, as regional manager for BrightView in Texas, also oversees the north Texas development program, which employs over 150 people.

“FINDING MANPOWER IS ALWAYS OUR GREATEST CHALLENGE, AND JOHN DEERE COMPACT EQUIPMENT HELPS US WORK MORE EFFICIENTLY.”

—JEFF LENNON, SENIOR VICE PRESIDENT, BRIGHTVIEW LANDSCAPE DEVELOPMENT

**SHINING BRIGHT**

With so many people relocating, the construction and landscaping markets have been booming. “We’re having one of the best years we’ve had in Dallas,” says Zach Day, BrightView’s general superintendent. “With Texas’ initiatives to bring companies to the state, our future is looking bright.”

Lennon attributes BrightView’s success to the company’s culture. “We have a great team here in Dallas. The people are what make this company successful.”

**BRIGHTVIEW IS THE LARGEST COMMERCIAL LANDSCAPE COMPANY IN THE UNITED STATES**

- **OVER 20K EMPLOYEES**
- **IN OVER 30 STATES**
- **GENERATING MORE THAN $2 BILLION IN REVENUE ANNUALLY**
workers and handles new construction. He’s been with the company for over 42 years. “I’ve been in landscape construction my whole career. I’ve had the opportunity to be part of a great team rooted in a culture of caring for each other and having fun while doing great work for our clients.”

Day handles day-to-day field operations for the north Texas development program. “It’s fun. Just taking an idea on a piece of paper from concept to reality — making something out of nothing. Then when it’s done, I can say, ‘I built this.’”

Day coordinates equipment and manpower needs along with delivery of plants and trees. He manages the program’s 28 crews over an area that covers northern Texas, all of Oklahoma and Arkansas, and part of Louisiana.

**LONE STAR STATE STARS**

The north Texas development group runs over 50 John Deere compact machines, including compact excavators, skid steers, and compact track loaders (CTLs). “Finding manpower is always our greatest challenge, and John Deere compact equipment helps us work more efficiently,” says Lennon. “Deere machines are great. We use a Deere mini excavator on all our jobs. They reduce shovel work and back strain.”

“I’ve been in the construction industry for over 20 years, and I’ve tried everything out there,” adds Day. “With Deere equipment, you know you can run it hard and rely on it. It is extremely durable and versatile.”

The company runs a few medium-frame 324G Skid Steers and 325G CTLs, but most of the fleet comprises the “big dogs” of Deere’s compact machine lineup: 332G Skid Steers and 333G CTLs. “We do mainly large plantings,” says Day. “The CTLs are very turf friendly, and the rubber-tire machines are better for large parking-lot jobs and streetscapes.”

BrightView’s local John Deere dealer, RDO® Equipment Co., provides the service and support the company needs. “Whether a machine needs service or parts, RDO has always been great at keeping our machines and our business up and running,” says Lennon. “They are great to work with. One of the big things about John Deere is its ability to work with us in so many local markets. Wherever we work there is a dealership just around the corner.”

**Check out the video at:**

[JohnDeere.com/worksitjournal](http://JohnDeere.com/worksitjournal)

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“With Deere equipment, you know you can run it hard and rely on it.”

— Zach Day, General Superintendent, BrightView Landscape Development
WHO SAY YOU CAN'T FIT A SMARTGRADE™ DOZER INTO SMALL SPACES?

WE FIT ONE INTO A CTL.

THE 333G SMARTGRADE IS HERE. THE WORLD’S FIRST COMPACT TRACK LOADER WITH INTEGRATED 3D GRADE CONTROL. It’s the brain of a SmartGrade dozer inside the nimble body of a CTL. So you can now precision grade in tight spots crawlers can’t reach. The 333G automatically controls the custom-engineered six-way blade, helping both new and experienced operators finish faster. It also helps operators learn faster thanks to the exclusive DozerMode control solution, enabling the electrohydraulic (EH) joysticks to function like a crawler. Precision. Speed. Versatility. It all just fits.

JohnDeere.com/SmartGradeCTL

*Shown with optional SmartGrade feature and SG96 Dozer Blade combination.