



# The Buzz

E-Newsletter

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### Meet the newest member of the Sonic family — the SDC375-1

Loaded with features and a full-size Sonicator 50K drill head, the compact SDC375-1 is the newest member of the Sonic family. Specifically designed to meet the needs of smaller companies that have long asked for a more affordable sonic drill rig, the SDC375-1 is the first Sonic Drill Corporation rig to be offered at a price just under \$500,000.

"The market has been asking for a more economical, compact rig but one that comes with the same full power as the larger sonic rigs," says Kevin Reimer, sales and operations manager for the Sonic Drill Corporation.

"We're delighted to be able to offer the new SDC375-1, especially designed for small and mid-sized clients that want to switch to a sonic drill rig," adds Reimer.

Unlike other smaller and less powerful rigs, the SDC375-1 comes with numerous features (including a rod handling option) and the ability to core and drill to 300 ft. and beyond — far deeper than the standard 150 ft. for comparable-sized models.

Small enough to be shipped in a 20' shipping container, the SDC375-1 comes track-mounted or in a truck-mount configuration, if required. For more information, check out the SDC375-1 [here](#) or download a brochure [here](#).

### Sonic Drilling Ltd. Building New Office



### Pre-fab building will be heated and cooled with geothermal energy

In what may be a first ever, Sonic Drilling Ltd., the contracting division of the Sonic Drill Corporation, has announced that its new pre-fab office facility will use geothermal energy to heat and cool the building.

In preparation for the arrival of its new pre-fab office, Sonic Drilling Ltd.'s own rigs have already been used to drill three 200 ft. holes for the geothermal heat pump. Over the next few weeks, a sonic rig will also be used to showcase its ability to construct cast-in-place concrete micro-piles and ground anchors.

"We're located on about 35 ft. of peat moss so the pilings are necessary due to the ground conditions," explains Bill Fitzgerald, general manager of Sonic Drilling Ltd.

The new building will be positioned differently allowing better use of the storage yard for the company's fleet of sonic drill rigs as well as provide nicer facilities for both office and operational staff..

"We're working with Britco to install what we believe is the first use of geothermal energy in a pre-fab building," says Fitzgerald. "It's a unique use which may have applications for other companies who have long-term camps or for pre-fab home communities."

[Britco](#) provides temporary and permanent residential and commercial modular buildings and offers not only leading design-build capabilities but also turn-key construction project management services for a wide range of customers in the infrastructure, construction, energy and resource sectors.

From a handful of people in 1977, Britco has grown to approximately 1,000 employees and ten modular construction facilities located in Australia, Canada and the United States.

In other news, Sonic Drilling Ltd. has a new office/account manager! Please meet Jackquie Grant who comes to Sonic Drilling with more than 20 years of experience as a financial/office manager. In addition to overseeing all of Sonic Drilling's bookkeeping, Jackquie is also responsible for rig bookings, crew scheduling and project cost estimating. Please feel free to contact Jackquie at 1-604-588-6080 or by [email](#).

### Buyer Beware: Due Diligence is Important



### Watch out for copycats with weak warranties

After more than 30 years of research and development, dozens of patents and three prestigious awards, it should come as no surprise that others are trying to copy the world-famous Sonic Drill Corporation technology. After all, imitation is the highest form of flattery!

"Unfortunately, copycats with less robust technology and weak warranties only hurt the customer who thinks they are purchasing the same capability and quality as what the original technology offers," says Kevin Reimer, sales and operations manager for the Sonic Drill Corporation.

Every month, Reimer says he encounters someone interested in switching to a Sonic Drill Corporation rig after purchasing a sonic rig from another vendor. "It's a regrettable situation because the copycat technology is not as reliable and makes others think that sonic drilling is not living up to its hype," he adds.

"Someone might say, 'well, I saw a sonic in action and I wasn't that impressed.' That concerns us because they are not seeing our patented technology in use which is actually quite impressive."

So what can a buyer do to avoid being disappointed with their sonic rig investment?

"Due diligence is important. Check out the technology and make comparisons and scrutinize the warranty. Ask for customer references and call those customers," says Reimer. "Have a conversation about how they use their machine and what they think of it."

"You'd be amazed at how many people don't do any of that before spending a lot of money on a rig," he adds.

And, most important, remember that patents are there for a reason. Copycat rigs are not able to use the original technology due to patent infringement laws which means that there is no way for the technology to be the same. In addition, some methods of using the original sonic drilling technology are also patented.