



Innovation MB Crusher at Samoter 2017

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Hundreds of visitors from more than 44 countries, 19 machines on display and two at work in the test area, and more than 500 square metres of exhibition space: these are the figures which characterised the presence of MB Crusher at the recent Samoter trade fair in Verona (22 - 25 February 2017).

Thousands of clients visited the exhibition areas set up by the Vicenza-based company: an indoor stand completely renovated in terms of concept and layout, subdivided by theme, which presented the entire product range (crusher buckets, screening buckets and grapples which can be applied to all types of heavy machinery), and an external demonstration area right in front of the San Zeno entrance, where it was possible to witness the versatility of MB products first-hand, capable of crushing and screening all types of material and guaranteeing companies efficiency, productivity and savings, as well as protection of the environment.

There were two products at work in MB Crusher's demonstration area: The BF90.3 crusher bucket - in its fourth version this year, optimised to offer increased productivity, resistance and performance, presented for the first time ever at Samoter - and the MB-S18 screening bucket, designed to work with excavators of between 20 and 23 tons. Almost 200 tons of material - red limestone from a local quarry - were in fact crushed and screened by the MB buckets over the four days of the trade fair.

The Samoter Fair was also the opportunity for MB Crusher to launch the new communication campaign: a multi-pronged campaign aimed at presenting and highlighting the characteristics of uniqueness and versatility that distinguish the entire range of MB products.

The quality and quantity of visitors was very positive: the 2017 edition of Samoter proved to be an important appointment for the entire world of earth-moving, work-site and building trade machinery. An interesting edition which, for MB Crusher, was characterised by a considerable amount of innovation - regarding both products and communication - and fruitful collaboration with local and foreign partners.

Presence in the most important national and international sector trade fairs is a factor which has allowed MB Crusher to consolidate the relationship of trust with its clients. Upcoming fairs include Conexpo in Las Vegas, Smopyc in Spain, Recycling Aktiv in Germany and Komatech in Turkey, and this is just for the period up to May.