

HEAVY METAL ITALIANS IN JO-BURG



MB BUCKET CRUSHERS WILL BE USED IN THE CONSTRUCTION OF SOCCER CITY STADIUM IN JOHANNESBURG



ITALY WILL be one of the top teams at the next football World Cup to be held in South Africa this year.

So it is therefore fitting that the company supplying the machinery to build the new Johannesburg stadium should be Vicenza, Italy-based firm MB. The company's bucket crushers are currently being used on the construction site for the Soccer City Stadium where the World Cup final will be held on July 11, 2010.

"We were very excited when, together with our South African distributor High Power Equipment

Africa, we won the order to supply the bucket crushers for construction of the stadium where the opening and closure ceremonies for the 2010 World Cup will be held," commented MB Managing Director Guido Azzolin.

"It was a real surprise and made us proud of our products and proud to be able to bring a piece of Italy to this major world event."

"A meeting with the South African dealers took place several years ago when the Vicenza company decided to venture beyond national boundaries and launch into an even bigger

adventure: to conquer the overseas markets and to bring their bucket crusher to the attention of all possible buyers.

"This is precisely the reason why, as soon as the local dealer got in touch with him, our sales manager did not hesitate to hop on the first flight to South Africa.

"It took no time at all to win over the customer with the quality and the added value of a product made in Italy and to establish a collaboration which is still to date rock solid and flourishing.

"Many visits followed the initial one, and this has led to MB exporting a large number of machines to South Africa. And what is more, last year, together with the dealer, MB took part in one of the largest trade shows in the industry in South Africa with great success: not only was there a large number of visitors but above all the number of sales exceeded our wildest expectations," he says.

"The presence of the bucket in South Africa made it possible for the company to come into contact with customers from other African

countries who recognised the advantages of using our product as well as its numerous applications; obviously, anyone owning one of our buckets becomes highly competitive on the market."

It all began when, after numerous visits to construction sites in Johannesburg, the company discovered that work on the large construction complex for the World Cup was generating considerable quantities of inert material. This led to the idea of proposing the bucket crusher, an idea that was received by the works management with a degree of interest that went well beyond the company's expectations.

"We are proud to demonstrate that Italy has much to offer the world, particularly for these large-scale events," Azzolin says.

As a result of major investments in research, the world-leading Italian company is able to manufacture technologically advanced bucket crushers with unmatched performance.

This is why MB products were chosen by Liviero Civils for the construction of the largest stadium

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in South Africa with a capacity to hold almost 100,000 people. The project demonstrates the outstanding operational flexibility of MB bucket crushers. It also highlights the process of internationalisation carried through by the company, that for many years has been the unchallenged leader in the production of bucket crushers internationally.

"In a period of global economic crisis like the present, our machines in Johannesburg demonstrate that companies that invest in research and technology and propose cutting-edge products will always be successful and can establish a strong presence even in such elite segments as that of large-scale construction," Azzolin says. 📌