

SAMOTER, CONEXPO, FABULOUS SUCCESS FOR THE COMPANY WHICH JUST NEVER STOPS ASTOUNDING!

**MB, Meccanica Breganzese ...
always in the running!**

The local Vicenza company, worldwide leader in the production and sale of bucket crushers, never relents, but just keeps forging ahead straight towards its targets ... objectives always more demanding, awards constantly on the horizon ... MB wins hands down!

The winning company came home triumphant from the Verona Samoter 2008 trade show after having presented the four models in their bucket crusher line - BF601, BF70.2, BF90.3 and BF120.4 - to return to their everyday "business work" routine. Over 1000 confirmed MB customers visited the stand specifically to congratulate and thank MB, once again, for having given them an exceptional work tool, the indispensable BUCKET CRUSHER! The overwhelming number of new customers, from the Middle and Far East, from Africa, etc..., were simply amazed at the sight of the bucket crusher's characteristics... Yet to see it in action really would be something indeed! ...And they were simply left speechless when MB suggested they move on to the live demonstration area open to all visitors. While the public observed the bucket crusher in action a speaker explained how it works and described its many advantages:

- Material loading phase
- Positioning phase
- Crushing phase
- And, lastly the latest innovation, the IRON SEPARATION phase!

The images below show the MB demonstration area visited by thousands and thousands of customers during Conexpo in Las Vegas. The other two images show the MB staff and the other one the MB inside stand during Conexpo:



When MB attends a trade fair they practically transfer the entire sales staff to the exhibition - spread out between the test field / demonstration area, the inside stand and the outside stands - as well as the Italy, Germany and Spain, Middle East, Australia area managers as a way of establishing close relations with their customers.

But that's not all!!

MB, Meccanica Breganzese, known in Las Vegas as MB CRUSHER, finished their stint at the Samoter and immediately took off for the Las Vegas Conexpo.

In fact ..., between 11 and 15 March 2008, the company from Vicenza and the local dealer (who is by now considered one of the MB "family") introduced their innovative products - all four bucket crushers - to the public of the UNITED STATES.

The close collaboration between MB and the local US dealer is quite remarkable and as always, gave excellent results! Presented at an autonomous inside stand, Central Hall C-4061 to be exact, through an "information point", MB once again provided a "demonstration area" set up and managed together with its close collaborator.

And that is still not all!!!

In fact MB, upon its re-entry from the Las Vegas Conexpo prepared a list of trade fair and award events for the next 6 months, in order of date:

- From **24 to 26 April** in France at the **Artibat** exhibition
- From **22 to 26 April** in Zaragoza, Spain at the **Smopyc** show
- From **25 to 29 April** in Istanbul, Turkey
- From **17 to 19 May** in Poland at the **"Autostrada Polska"** trade fair
- From **22 to 24 May** in Sweden at the **Maskin Expo**
- From **29 to 31 May** in Germany at the **"TiefbauLive"** trade fair
- From **17 to 21 June** in Russia at the **"CTT"**
- From **9 to 9 August** in Australia at the **NATIONAL CONSTRUCTION EXHIBITION**

To receive free tickets, do not hesitate to contact MB CRUSHER: +39 0445 308148
www.mbcrusher.com

Moreover ... a winner of the Premio Edilportale Marketing Awards, MB Meccanica Breganzese was encouraged to submit their 2007/2008 advertising campaign for the Edilio Awards for excellence in web site and advertising communications.

The competition will take place on-line from 2 April to 31 July, through www.edilio.it, the portal site that currently boasts a community of 85,000 sector professionals. Portal users will decide the Competition winners: every user will have the opportunity to leaf through the different advertising campaigns and vote for their preferences by simply accessing the dedicated section of the website.

As well as a User Jury, there will also be a judging by a Technical Jury consisting of qualified experts from the advertising and building industries.

In September both juries will announce the individual winners of the 4 categories:

- Best advertising campaign (user jury)
- Best web advertising campaign (user jury)
- Best advertising campaign (technical jury)
- Best web advertising campaign (technical jury)

The winners of the first edition of the ED Awards will be presented at the Bologna SAIE 2008 programmed for 15 to 18 October.

MB LOOKS FORWARD TO SEEING YOU AT THE VARIOUS TRADE SHOWS THEY WILL BE ATTENDING THROUGHOUT 2008!

BE SURE TO VISIT US!

