

# Manufacturer winning market battle

AS WITH ANY selection criteria worth respecting, Meccanica Breganzese's MB crusher bucket has proven itself in tough conditions to finally earn the rank of general amongst US army equipment.

It all began at the BAUMA 2007 trade fair in Monaco, when Meccanica Breganzese (MB) presented a platoon of crusher buckets in camouflage uniform.

The ploy gained the attention of a new client which has made technological resources its daily bread – the US Army!

It is for this reason that today one can find the MB crusher buckets in the shipyards of the American army, always present and in good form while capably satisfying requirements of reliability and productivity in an ever-increasingly demanding, improvised market.

The deal was covered by an important US newspaper, which illustrated the potential and versatility of the MB crusher bucket in various types of work site jobs.

Who would have thought that a product which was so technologically advanced – but which was born just a few short years ago – would have been enlisted?

Because that's exactly how the story went. And now the BF bucket has literally got the world talking.

The company – which is based in the small Italian town of Breganze in the Province of Vicenza – was started in 2001 and has not slowed down since, moving beyond world barriers to arrive at the doors of the US armed services.

The project involves the construction of 1,635 houses and the renovation of over 443 for military families – an

extraordinary ambition for the US and a dream for every company trying to win over the contract.

After years of fierce competition between sector companies in the area, the project was finally awarded to Giberson Enterprise in New Jersey.

Was there a specific reason it was given the project?

Sure – Giberson Enterprise, which is run by Richard Giberson (the company's founding father) and Larry (his son), is an MB importer and therefore was able to provide an ample fleet of machines. In effect, BF by MB was now available on the front lines.

The machine's compactness, capability, compatibility and productivity have often been discussed, and this time the importance of these traits was demonstrated in this very significant acknowledgment.

The project will be completed in 2011, reaching a total of 2,084 houses. Giberson Enterprise confirmed that it had given everyone in the company a sense of immense pride, yet had also been quite difficult due to the many rigid laws and verification measures in place.

## High praise

When MB president Guido Azzolin came to know of this extraordinary Giberson project, he immediately gave the importer a congratulatory call.

"Having a dealer like Giberson Enterprise is a great source of pride for us," he explained.

"We were already aware that our product was highly technological, but who would have thought people would be talking so much about us?"

"Who would have thought back in 2001 that the entire world media would be talking about our company, our highly innovative product – so innovative that it would one day be working for the American army?"

Giberson (senior) said he had first met with MB at the CONEXPO 2005 in Las Vegas and became aware very early on in the business relationship that Azzolin and his collaborators were people who were interested in achieving immediate results.

"We knew that we were investing our money and energy in something which would quickly reward us with its due paycheck," Giberson recalled.



The company presented a platoon of crusher buckets in camouflage uniform.

"I just have to think of the fact, for example, that our internal personnel have increased by 30 people in just a short time, for the sole purpose of our growing need for crusher bucket enquiry work."

## Co-operation continues

Over some meetings last year in Bauma of Monaco between Azzolin and Giberson Enterprise, the decision was made to participate in some local trade fairs together.

MB would not be alone at its own stand but, together with the dealer, attempt to put together one single "grand stand".

This experiment was tried out at the CONEXPO in Las Vegas in March 2008, where MB – in collaboration with its US client – presented a stand and testing area.

Year after year, MB has continued to receive more and more awards. As a result, its ambitions have continued to grow over time.

"Today our product is even more spread out over the world and is becoming part of the standard equipment used by construction companies," Azzolin added.

"Foreseeing demolition and recycling market dynamic needs is a way of giving body to our desire to grow and offer ideas to help make our clients' jobs simpler, faster and more productive, in full respect of the environment."

For further information and details regarding upcoming events, contact [info@mbrusher.com](mailto:info@mbrusher.com) or visit the website [www.mbrusher.com](http://www.mbrusher.com).



Works have already begun on the massive housing project.