

Crushing the Competition

MB's new innovative bucket crusher has created a hitherto nonexistent market segment and revolutionised working methods on construction sites.

Founded by the Azzolin brothers, eight years ago in a small town in the Italian province of Vicenza, MB, in the space of a few years, has penetrated all the main European and world markets, gradually expanding its niche as well as capitalising on the initial curiosity with which the product was first received. MB's superb workmanship, constant human supervision, skill, technology and innovation, has also resulted in the achievement of year-on-year gains in the levels of process and product quality; this, along with the constant technological research, which, for MB, translates into constant and strategic commitment. A significant part of its economic resources is ploughed back into the company

to allow it to continue to develop solutions to match customers' needs ever more perfectly. EQUIPMENT INDIA speaks to the top management of this fast-growing company, **Guido Azzolin, Chief Executive Officer** in charge of sales, **Diego Azzolin, Head, Production Division**, and **Carla Azzolin** at the helm of the administrative department.

MB was founded eight years ago in a small town in the Italian province of Vicenza by the Azzolin brothers, who have brought specific technological expertise to the group, making its market position ever more competitive. The vertical specialisation of this product has enabled MB to focus maximum resources on research and

development of a series of increasingly technologically advanced solutions. Now, MB has produced the world's very first bucket crusher, thus creating a previously inexistent market niche (crushing and recycling were hitherto the domain of leviathan dedicated mobile crushers with crawler undercarriages and feeding hoppers).

Made entirely in the Breganze facilities using top quality raw material, the bucket crusher is available in four different models, complete with an important accessory in the form of an iron separator presented at the 2007 SAIE fair in Bologna, Italy, designed for four different weight classes, operational scales, and application sectors.

"In addition to this top quality product, we provide customers with comprehensive assistance, both at the time of sale and subsequently in the form of after-sales service. At the time of delivery, the bucket crusher is installed and fully tested, with the provision of suitable advice for the operator to ensure the unit is used to its best advantage. Technical assistance is carried out directly in the factory or through carefully selected service centres located directly in local markets. This year,



MB'S FOUR BATTLE HORSES

BF60.1

The smallest bucket in the range weighs 1.5 tonne and is recommended for excavators in the 8 to 12 tonne class. Crusher jaw opening is 60 x 45 cm and bucket capacity is 0.5 m³. The output material piece size is adjustable between 20 and 100 mm, while average hourly production is between 9.1 and 19.8 m³ (depending on the required product size).

BF 70.2

This bucket weighs 2.25 tonne and is recommended for excavator weights of between 14 and 20 tonne. Crusher jaw opening is 70 x 55 cm and bucket capacity is 0.6 m³.

The output size is adjustable between 20 and 120 mm, with average hourly output of between 12 and 30 m³ (depending on the required product size).

BF 90.3

The first bucket crusher to be manufactured and marketed, model Bf 90.3 weighs 3.5 tonne and is recommended for excavators of 20 to 28 tonne in weight.

Crusher jaw opening is 90 x 45 cm and bucket capacity is 0.75 m³

The output size is adjustable from 20 to 120 mm, with average hourly output of between 18 and 40 m³ (depending on the required product size).

BF 120.4

The largest bucket in the range, weighing 4.9 tonne and recommended for excavators from 28 tonne up. Crusher jaw opening is 120 x 45 cm and bucket capacity is 1 m³.

The output size is adjustable between 20 and 120 mm with average hourly output between 25 and 50 m³ (depending on the required product size).

apart from changing its corporate status from a limited company to a public company, MB obtained certification of its quality system to UNI EN ISO 9001:2000: an indispensable step in providing customers with excellent, high quality products," assures Guido Azzolin. According to him, MB SpA, currently exports to more than a hundred countries, always applying an attentive commercial strategy and always responsive to the technical and economic requirements of the customer. In line with this approach, the company has set up a nationwide after sales network and is currently in the process of setting up a specific service branch to further enhance the effectiveness of the company's operations on the market.

Awards garnered

Product implementation and development, research and technological innovation, marketing, are all just some of the sectors in which MB is in the fore, as confirmed by the many awards received by this youthful north Italian company. The most prestigious recognition was certainly the first prize in 2007 at the *Gran Prix du Salon International des Inventions* in Geneva, one of the most important awards in the industry; the prize saw MB beating back the competition tendered by some 650 companies from 40 different countries, and had not been awarded to an Italian company for more than twenty years.

In the same year, MB received another award at Zeps in Bosnia, one of the most important trade events in the region. In October 2007, Guido Azzolin received an award from exhibition organisation director Abdulah Serdarevic and from the president of the product analysis commission, Nermina Zaimovic-Uznovic. Further important awards were picked up at trade exhibitions held in Croatia, the UK, Poland and Spain. Another major recognition was the *Premio Pigafetta per l'internazionalizzazione dei prodotti*

(product internationalisation award) received from the Vicenza Chamber of Commerce, plus another award received from Spain's Environmental Ministry. Last year, MB won the first prize in the Product of the Year category at the Edilportale Marketing Awards.

Product strength

A world leader in the construction and sale of jaw-action bucket crushers, MB SpA, manufactures four basic models: BF 60.1 (the smallest in the range, suitable for excavators in the 8 to 14 tonne class), BF 70.2 (for excavators from 14 to 20 tonne), BF 90.3 (for excavators from 20 to 28 tonne), and the largest model, BF 120.4, for excavators weighing more than 28 tonne.

"The crushed material can be recycled directly on site as prescribed by legislative provisions resulting in a significant reduction of costs. On the other hand, the level of versatility is very high; all that is needed is a standard excavator, part of the normal plant at the disposal of large and small companies, in order to work efficiently," points out **Diego Azzolin**. The bucket crusher is a hydraulic tool, designed based on the traditional jaw crusher technology, although unlike a conventional crusher, a bucket crusher is operated by hydraulic power provided by the excavator on which it is installed, with which it functions in synergy.

The bucket makes it possible to pick up the rock to be crushed and then to pile it onto trucks or use it for back filling on



Unlike a conventional crusher, a bucket crusher is operated by hydraulic power provided by the excavator on which it is installed, with which it functions in synergy.

the site, thus speeding up the worksite process. The reduction in outlay costs is clear because this system makes it possible to reuse inert materials without having to take them to a landfill, thus saving on disposal costs, while the ability to crush different types of materials makes it possible to use them directly on the building site (filling of foundations, roadbeds, etc.).

Thanks to consolidated mechanical engineering knowhow and constant investments in technology and innovation, MB products improve work quality and provide the ideal solution to all problems associated with crushing.

Iron separator

“Thanks to our ongoing research to find innovative solutions capable of simplifying crushing operations, the new iron separator system provides a fitting response to an enduring problem: the difficulty of separating ferrous metals out of crushed inert materials,” says Diego A. Unveiled at the end of 2007 at the SAIE trade fair in Bologna, this system gained

the immediate and enthusiastic approval of bucket crusher users.

Available for all MB bucket crusher models (BF 60.1, BF 70.2, BF 90.3 and BF 120.4), this device is composed of a 250 kg magnet, a magnet support and an installation kit, and once installed on the bucket, it facilitates the separation of ferrous materials from inert material to be crushed.

This new device is fairly easy to install (the assistance of a specialist vehicle electrician is preferable) thanks to the specific support from a minimum of 75 kg for model BF 60.1 up to 115 kg for the BF 120.4 bucket, that MB supplies to its customers.

The Indian strategy

“MB has been leading market research and it has analysed Indian market under different points of view. In the light of several considerations the company is sure that Indian market will give excellent results. This is the reason why MB has human resources dedicated only for Indian market, as it's convinced that the potential

MB is convinced that its bucket crusher will shortly become an indispensable equipment for many companies.



The MB bucket crusher is an example of the company's technological progress and constant innovation.



The bucket crushers are very simple to operate.

is very high. Moreover, considering the cost of the raw materials, in particular of crushed material, the transportation costs of this material and above all the sensibility towards recycling, MB is convinced that its bucket crusher will become shortly an indispensable equipment for many companies, says Guido.

Using MB bucket crusher can have several advantages and save a lot of money thanks to the reutilisation on site of the crushed material and therefore the elimination of the rent costs of several machineries and the transportation of the material. MB strategy heads mainly at the increasing the awareness of the product through different actions. First of all the company aims at developing direct sales network that will launch our bucket crusher in the Indian market, and which will also give support to the dealer network. This sales network, will also have the task to find and follow the specialised workshops in order to help dealers with the service assistance.

Another point of force will be the different marketing actions that will support this strategy, as advertising in trade magazines, direct mailing, participation at the most important trade fairs. MB believes in communication and has been investing lots of money in advertising, according to him.

Regarding the increasing of the cost of the raw material, MB strategy will be to increase the selling in order to check the

costs: many sales mean an optimisation of the production costs. But we have to consider that MB bucket crusher is conceptually a simple product that doesn't require too much assistance. The bucket crushers are excellent products, simple to use, and a customer can appreciate the efficiency of these products from the first time he uses it, he further adds.

APPLICATION OF THESE TOOLS

- Demolition
- Building construction in general
- The earthmoving sector
- Excavation
- Road works
- Quarrying and mining
- Land reclamation and vineyard trenching
- Rock breaking or crushing of quarry material

HIGHLY VERSATILE MB BUCKET CRUSHERS MEAN:

- The facility to crush any type of material in situ and in any type of situation, with a significant reduction of operating costs.
- Thanks to their production capacity, MB bucket crushers can be utilised in small, medium-sized and large worksites, thus dispensing with both plant hire and transport costs.
- Elimination of the problem of waste disposal.
- Product output of the required size.

French connection

MB visited France during Intermat 2006 with a small team mainly for exploratory purposes and the results were pretty impressive, with more than 15 units sold in the period immediately after the event. After an initial period of surprise for this level of interest, it soon proved to be a major incentive, persuading MB to set up a permanent team in France. According to **Carla Azzolin**, this is because the market structure, the size and modern style of French businesses and a culture that shows openness to receiving new technology, all makes France the most suitable sales outlet for a company such as MB, engaged in the production of a niche product like the bucket crusher.

The French team started operating in 2007 and sales gradually started to rise. Last April, MB was invited to take part in the Geneva Inventions Exhibition *Salon International des Inventions* in the role of inventors and manufacturers. The participation in Geneva was an unqualified success, with the company taking home the first prize.

The excitement generated by this success for the company was massive, and was reflected to some extent by the reaction of the international press: ten days after the event, at the opening of the 2007 Bauma exhibition in Munich, journalists from all over the world flocked in apparent astonishment to the MB stand, and were soon nodding their heads in approval when confronted with the incredible production capacity of the bucket crushers.

This proved to be a real springboard for the company and for the French staff, to the point that everyone came back from Germany with a full order book and the conviction that investments need to be adapted to match a level of demand that far outstripped even the most optimistic forecasts. From then on, the French team has taken part in all the main national construction industry events, (Avenir Btp, Artibat, Sim, Aquibat, etc..), within which turnover and associations with dealers and end users have been gradually built up. In the space of a little more than one year, MB managed to sell more than 130 units, achieving the position of absolute leader in the field on the French market. **EI**

Contact: MB SPA.

Tel: +39 0445 308148. Fax: +39 0445 308179.

Website: www.mbcruiser.com; info@mbcruiser.com