

MB S.p.A.

A Story of Success



MB was founded eight years ago in a small town in the Italian province of Vicenza in the realization of a project developed by the Azzolin brothers, who have brought specific technological expertise to the group, making its market position ever more competitive.

The company grew thanks to the intuitive decision to design a new method of crushing inert materials directly in-situ: this is the background to the development of the innovative bucket crusher, which resulted in the creation of a hitherto inexistent market segment and revolutionized working methods on construction sites.

The vertical specialization of this product has enabled MB to focus the maximum resources on research and development of a series of increasingly technologically advanced solutions.

Starting from the Italian market, in the space of a few years MB has managed to penetrate all the main European and world markets gradually expanding the niche and developing the simple initial curiosity with which the product was first received.

Made entirely in the Breganze facilities using top quality raw materials, the bucket crusher today 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.

MB's superb workmanship, constant human supervision, skill, technology, and innovation have also resulted in the achievement of year-on-year gains in the levels of process and product quality. Without forgetting constant technological research, which, for MB, it translates into constant and strategic commitment: a significant part of our economic resources is ploughed back into the company to allow us to continue to develop solutions to match our customers' needs ever more perfectly.

Management of this fast-growing company is shared by CEO *Guido Azzolin*, in charge of sales, *Diego Azzolin*, heading the production division, and *Carla Azzolin* at the helm of the administrative department.

In addition to this top quality product, MB can 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 care-

fully selected service centres located directly in local markets.

This year, 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.

Awards

Product implementation and development, research, and technological innovation, and marketing 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 is 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 world both in relation to the qualification of the panel of judges and the international nature of the many companies taking part: the prize, which saw MB beating back the competition tendered by some 650 companies from 40 different countries, 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. On 19 October 2007, Guido Azzolin received an award from exhibition organization 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.

Also last year MB won the First prize in the Product of the Year category at Edilportale Marketing Awards. ■

تأسست شركة MB منذ ثماني سنوات في بلدة صغيرة في المقاطعة الإيطالية Vicenza، ضمن مشروع وضعه الإخوان Azzolin، الذين أدخلوا إلى المجموعة خبرات تكنولوجية محدّدة جعلت منها شركة تنافسية في السوق. وكبرت الشركة بفضل قرار تصميم أسلوب جديد لسحق المواد الخاملة مباشرة في الموقع: هذه هي خلفية تطور ساحة القواديس المبتكرة التي أحدثت ثورة في طرق العمل المتبعة في مواقع البناء. مكن التخصص لهذا المنتج، شركة MB من تركيز الحد الأقصى من مواردها على الأبحاث وتنمية سلسلة تكنولوجية متقدمة. نجحت شركة MB في اختراق كل الأسواق الأوروبية والعالمية وتوسيع موقعها تدريجياً وتطوير الفضول الأولى البسيط الذي أتى على أساسه المنتج.

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