

## MB S.p.A. at Intermat

**M**B S.p.A., a Vicenza, Italy based company and leader in the production and sales of bucket crushers, participated for the second time in the trade fair Intermat at Paris Nord Villepinte held from 20 to 25 April 2009.

Despite the world crisis affecting all sectors, MB S.p.A. has decided not to stop but to continue investing, not only in product research and development but also in trade fair events. The participation in numerous national and international events has laid the foundations for the success of the company, which in just a few years has become a leader in this sector. MB is firmly convinced of the fundamental importance of being a reference point both as a sales force for its clients and with constant presence at trade fair events, thus establishing long-lasting relationships and boosting client loyalty.

According to the company, Intermat was an opportunity to present the latest MB product for the first time, the results of the constant research of the MB team and the advanced technology of its products. MB has launched the BF90.3, the first of a new generation of the units at the show. The BF90.3 offers better performance than the first generation machine and also has a lighter design, which makes it easier to use.

At the external demo area, visitors viewed the bucket crushers at work and see the efficiency and quality of MB products for themselves. In fact, the demo area gives visitors the chance to appreciate the versatility of the bucket crushers, able to crush all types of material and guarantee optimal efficiency, productivity, savings, profits, and respect of the environment.

The constant commitment for customer satisfaction, ongoing improvement of results, and a company policy with priority given to total quality are the values followed by MB right from the start. Product innovation acclaimed internationally and received numerous awards at



various sector fairs, has become the benchmark of MB, which meanwhile continues to invest in market planning, trade fairs, and communication.

After starting the new year with a full agenda of commitments, with participation in the major sector trade fairs at Las Vegas, Greece, Austria and Slovenia, MB S.p.A., international has gone on to confirm its success in France where a new branch is to be opened soon.

For MB, 2009 is the year of changes that will lead MB towards new goals and above all will broaden its already great horizons, leading the company towards acquiring new markets and the consolidating of existing ones.

The change in the name of the company from Srl (limited liability Company) to a Spa (joint stock Company) is a matter of pride for MB. The transformation represents international recognition, new research boundaries, further development of the activities and the possible input of new capital to optimise resources. Apart from the transformation from Srl to Spa, the company has obtained the UNI EN ISO 9001:2000 Quality Management System certification which has infused new pride within the company.

**For further details, please contact:**

Tel: +390445308148

Fax: +39-0445308179

E-mail: [info@mbcrusher.com](mailto:info@mbcrusher.com)

Website: [www.mbcrusher.com](http://www.mbcrusher.com)

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